

CROCODILE DUNDEE II • RAMBO III

MAD

No. 283 December 1988 Our Price \$1.50

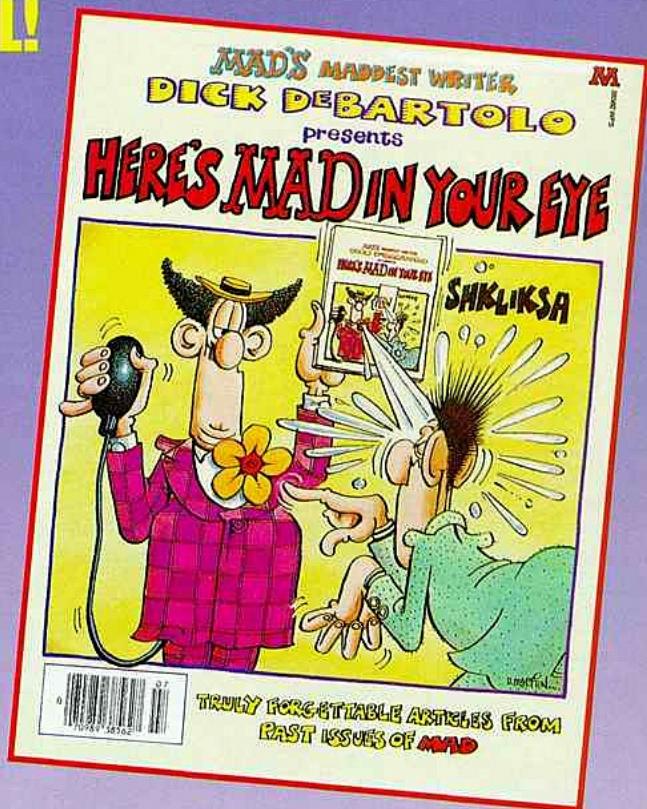
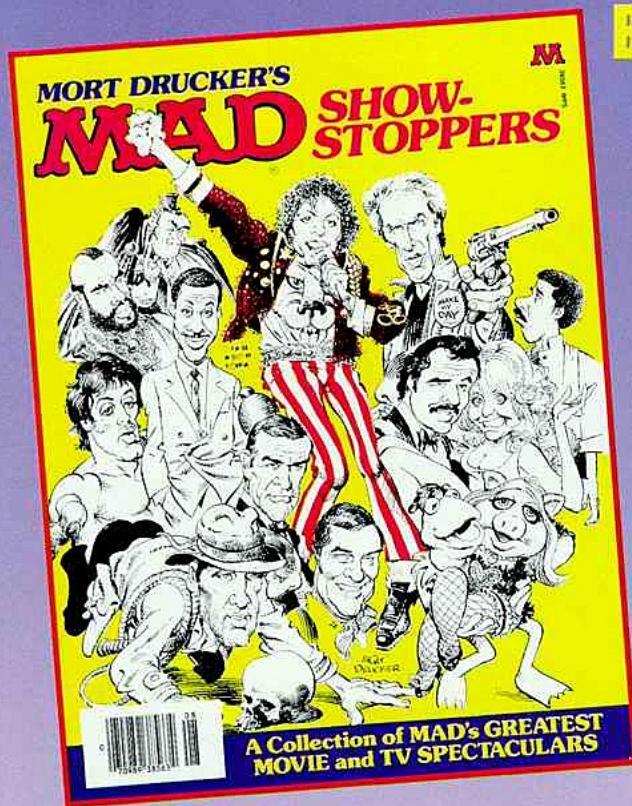


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MAD

"In the past, stocks split. Today, they just fall apart!"

—Alfred E. Neuman

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LEONARD BRENNER *art director* TOM NOZKOWSKI *production*

CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*

DICK DE BARTOLO *creative consultant*

JACK ALBERT *lawsuits* ANNE GAINES *logistics*

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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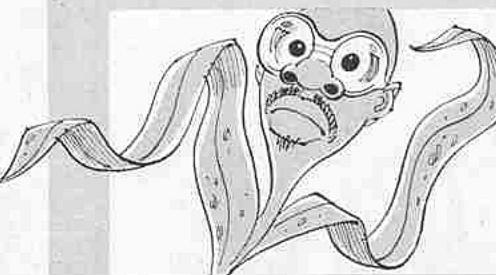
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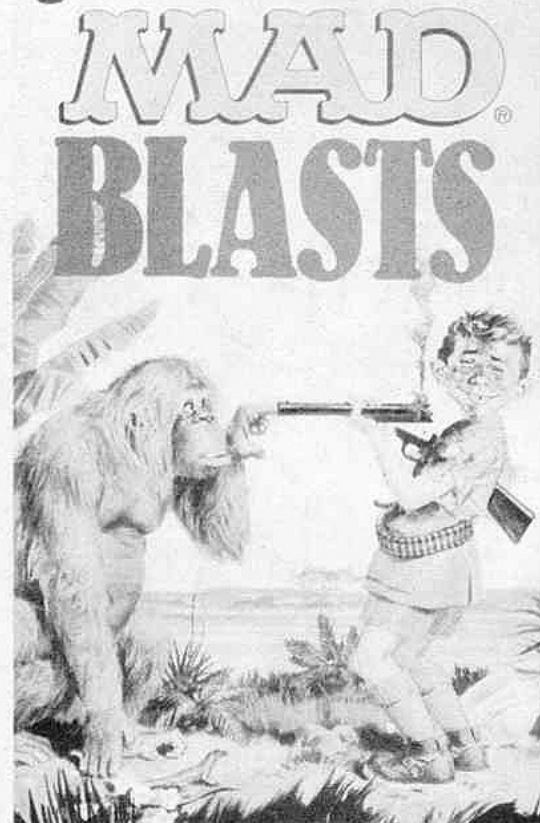


THE
MAD
FLOWER
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SUPPORT GUN FUN CONTROL

We've RIFLED through our STOCKPILE of LOW-CALIBER material and dredged up from the bottom of both BARRELS this assortment of MISFIRED CHEAP SHOTS!

WARNER BOOKS: 0-446-35298-8 \$2.95(U.S.A.) 0-446-35297-7 \$3.95(CAN.) 31540 WPS.

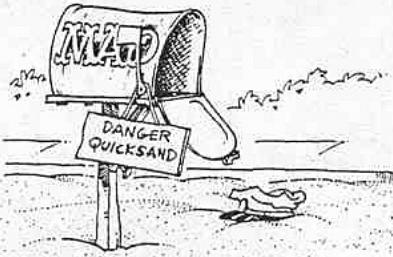


We promise this bull's-eye material will trigger some rounds of laughter!
(And we're not just shooting off our mouths!)

So READY...AIM...BUY...

MAD[®] BLASTS

LETTERS AND TOMATOES DEPT.



STAMP OF DISAPPROVAL

Some of the hidden designs in your article "A Collector's Guide to Stamps Secretly Designed for Fun and Profit" (MAD #281) are impossible. For instance, the stamp depicting the White House shows Oliver North shredding documents. This stamp was issued on May 22, 1986, a good six months before the Iran-Contra affair was discovered. How do you explain that?

Joseph Levy
Wauwatosa, WI

Simple! George Bush told us he heard it from Manuel Noriega while on his way to Ed Meese's office to discuss the Wedtech deal. Go figure! — Ed.



VEEKO THIS!

On the MAD subscription stamp in the article "MAD Opens a Typical Magazine Sweepstakes Package" (issue MAD #279), it announced MAD as the winner of the VEEKO award. Congratulations! While I always knew you were Vain, Excruciatingly Egotistical, Kinky & Odd, now you've got the award to prove it!

Charlie Tillett
Natick, MA



MAD publisher William Gaines receives the coveted VEEKO award from VEEKO Chairman Tom Fitzsimmons at last year's wild annual VEEKO Harvest Moon Ball.



ROLLING BLUNDER



MAD hits the road and so will you if you buy and ride the MAD Skateboard! Finally, you have the chance to get Alfred E. Neuman's face just where you want it—under your feet! For more information, contact Nash Manufacturing, Inc. at P.O. Box 11526, Fort Worth, TX, 76109 or call (800) 433-2901. No cheap-skates need apply!

"MAD'S READER OPINION POLL"

In "MAD's Reader Opinion Poll Part II: Movies," writer J. Prete implied that Robocop was played by Peter Weir. Peter Weir is a renowned director (*Witness*, *The Year of Living Dangerously*). Robocop was played by Peter Weller. Please, if you're going to make fun of someone, get his name right! PS: what kind of name is Prete?

Amanda Weeden
New York, NY

Prete is Italian for "Weir." Go figure! — Ed.

More Weir/Weller watchers include:

Kerry Douglas, Philadelphia, PA; Liam Sullivan, Gainesville, FL; Eric McIntosh, Southgate, KY; Josh Beckerman, Jamaica, NY; Rich Erlich, Oxford, OH.

In question number three of your movie reader opinion poll, you say that you can't understand Arnold Schwarzenegger's accent in *Predator*. I have seen *Predator* three times in a row, and his accent is perfectly understandable.

M. Kartozian
Oakland, CA

If his accent is so clear, then why did you have to see the movie three times before you could understand it? — Ed.

MORON MAIL

Could you please do me a favor? Please print the name "Joe Coldwater" on a page in your magazine. It's to settle a bet between my buddy and me.

Joe Coldwater
Aurora, IL

Sure, Joe, no problem! MAD is always happy to provide a fleeting blip of joy in an otherwise unfulfilled, empty, barren, small, insignificant, vapid life. Thanks for writing! — Ed.

EXPLAINING DAVE BERG

In MAD #281, we asked people for theories explaining why the fashions Dave Berg dresses his "Lighter Side" characters in sometimes seem out-of-date. Hoo Boy, did we get theories! Here's a sampling:

Let's face it... Dave Berg just gets off more by drawing scantily-clad female characters than the layered, garbage-bag look of today!

Brigitte Christopher
Montreal, Canada

Wrong, wrong, wrong! Dave loves the layered garbage look. In fact, most of his clothes have an easy peel-off twist tie! — Ed.

I think the enigma about Dave Berg's out-of-date style resembles closely the puzzle as to why MAD arrives about a half a year before the date on the cover says it should!

Jeff Mantel
Decatur, IL

Nope, nope, nope! The enigma is why Decatur, IL miserably lags six months behind the rest of the country! (Except for you of course, Jeff!) — Ed.

Dave Berg is not out-dated. He is ahead of his time. As a matter of fact, just as *Annie Hall*, *Flashdance* and *Miami Vice* all started their own fashion trends, so will "The Lighter Side." By next spring, the cover of *GQ* will feature a pipe-smoking Walter Matthau dressed in a wide-lapelled plaid shirt, flair-legged slacks that are three inches too short and thrift store loafers. The caption will read: "'Lighter Side' Fashion: Berg Takes a Bold Bite!"

Mr. Berg's truly visionary fashion sense is to be admired, not ridiculed. He is a genius and a trendsetter.

Dan Povenmire
Los Angeles, CA

Fa fa fa! Finally, the correct response! — Ed.

GQ

"Lighter Side"
Fashion: Berg
Takes a
Bold Bite!



Dave Berg: Shape of things to come?

Other people who pattern their wardrobes (not their lives!) after "The Lighter Side" include:

Steve Wolter, Cedarburg, WI; Mike Hann, Grand Island, NY; Dave Athey, Bedford, NH; Richard Boley, Cleveland, OH; Matt King, Wayland, MA; Isaac Opolinsky, Bozeman, MT; Ted Hurlman, Boise, ID; Kevin Woodruff, Ontario, Canada; Jason Luck, Ontario, Canada; Amy Baker, Mendon, NY; Danny Haithcox, Staley, NC; Kevin Wyatt, Braintree, MA; Nathan Petrillo, Greencastle, PA; Sarah Skelly, LaPorte, IN; John Rendall, Almond, WI; Morris Levin, Marion, PA; Mike Bauer, Richmond Hts., MO; Jackie & Ed Tranak, North Port, FL; Randal Partin, Middleboro, KY; Jeff Strachke, Madison Hts., MI; Josie Torres, East Chicago, IN; Bill Montbleau, W. Peabody, MA; Dave Veatch, Enterprise, AL; Richie Hill, Clinton, IA; Justin McClure, Cambridge, MA; Ben McCanna, Vernon, VT; Philip Kurpiel, Copiague, NY; Fred Wherland, Lake Charles, LA; Rob Dolton, Mason, MI; Mark Zwolanek, Ft. Arkansas, WI; Currie Bodine, Snow Hill, NC; Dean Lowman, Spanaway, WA; Adam Piper, Indianapolis, IN; Charles Legg, Spragg, WV; Kevin Bickley, Ontario, Canada; Marita Barth, Dallas, OR; Jon Upton, Ontario, Canada; Elisabeth Schutt, La Velp, The Netherlands.

60 MORE MAD MINUTES



Lightning may not strike twice, but bad taste does!
Last spring, CBS's *60 Minutes* repeated its segment on MAD. Here's more feedback:

Before seeing you on *60 Minutes* last week I had forgotten just how MAD you are! I'm a 65-year-old grandmother with a 35-year-old "executive type" C.P.A. son. He has gotten "too big for his britches" and is a corporate yuppie! Enclosed is a check. Please send him your next eight issues and help me bring him back down to your level and mine: off-the-wall, unpretentious and loving it!

Betty Stacy
Irvine, CA

Thanks for the cash! — Ed.

Some 30 years ago while in my teens, I read your magazine quite religiously. As I grew older and more mature (?) I thought your mag to be trashy and with little redeeming value. My parents thought me a bit nuts. Last night I caught the repeat segment on *60 Minutes* and it prompted me to buy your latest issue. At the tender age of 42 I find that little has changed. Your magazine is still trashy and with little redeeming value. Now my wife and four kids think I am a bit nuts. Attached please find my check for a subscription. Send all issues in a plain brown wrapper. If my kids beat me to the mailbox I'll never see it!

Mike Meulemans
Honolulu, HI

I saw you on *60 Minutes* last night and I found out you're not as moronic as I thought.

Shaun Corrigan
Brookfield, WI

You know, Shaun, two things get our goat: 1) lame, unclear moronic letters, and 2) goat rustlers! — Ed.

Saw you all on *60 Minutes*. I'm glad I watched. I learned that the success of your magazine depends on the outrage and condemnation of parents. Consider me outraged and you condemned!

Love,
Mike Gaskill's mom
Williamstown, NJ

Condemned! This isn't a letters page anymore... it's a WITCH HUNT!!! — Ed.

Please Address All Correspondence To:
**MAD, Dept. 283, 485 MADison Avenue
New York, New York 10022**

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped envelope!

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Yes, Alfred E. Neuman, the original "WHAT, ME WORRY" kid, has his own line of watches! And although he's all tied up in a straight jacket, Alfred still manages to tell the time with his legs.

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(or until initial failure)

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(big deal!)

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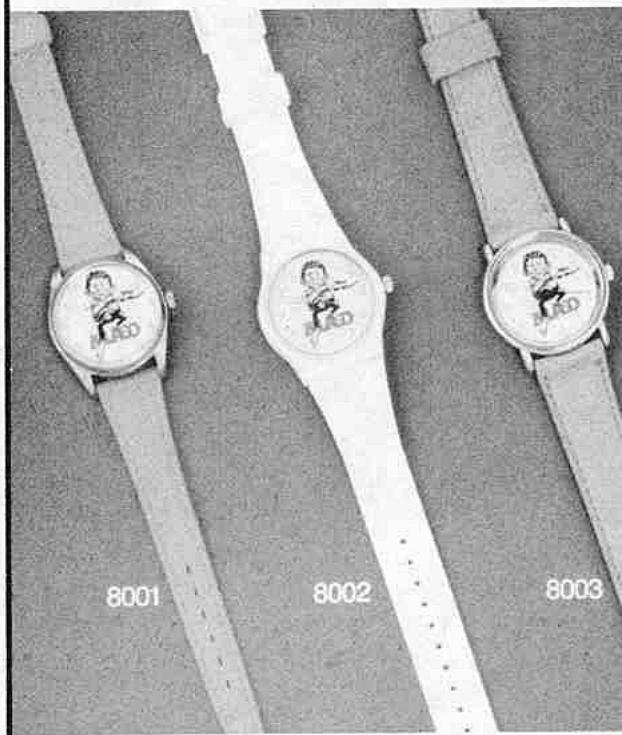
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NOTE: This ad will self destruct in five minutes unless you ask for information about the MAD watch NOW! NOW! NOW! NOW! NOW! NOW! NOW!

GET ALONG LITTLE AUSSIE DEPT.

That jerk from Australia is back in town! No, not Jacko! (But an excellent guess!) We're talking about that other guy from down under who's understated and overrated (as opposed to Jacko, who's *overstated and overrated!*) Yup, Jacko is nothing more than a big Australian buffoon to most Americans and, for that matter, so is...

Crock, you can't use dynamite to fish in the ocean!

I'm not using dynamite! It's the fish using dynamite! I heard the sea life in the Hudson River was tough, but this is ridiculous! Bring me up there with you where I'll be safe!

And over there in the rowboat is Crock O'Dull Dummee in yet another attempt to show us his winning backward ways!

Winning? He makes me more nauseous than this rocky boat!

Ram his rowboat! Drown him! He has terminal naivete! Put him out of his misery!

You're his girlfriend! Tell us, how is Crock O'Dull Dummee I different from Crock O'Dull Dummee II?

There's a big difference! In *Crock O'Dull Dummee I*, he starts out in Australia and travels to New York City! In *Crock O'Dull Dummee II*, he starts out in New York City and travels to Australia!!!

The amazing thing is with all that travel, the movie goes nowhere!



"Crock O'dull" DUMMEE, TOO

Zoo, I think I'm gonna start looking for a job! Spending four years in New York just acting "cute" is starting to wear real thin!

Tell me about it!
Do you need money?

Not really! When I came to New York I had \$25. When I deduct all the money I've spent on clothes since then, I still have \$22.63 left!

You know, Crock, in the four years that we've been together, there's never been any sort of romance!

Whadda ya mean?
I was starting to get romantic last night!

You were?
What happened?

You came home and spoiled it!!!



ARTIST: MORT DRUCKER



WRITER: DICK DEBARTOLO



Killjoy, I'd like to get a job with you, but I understand you just deliver stationery. I wanted something more dangerous!

Crock, I sell stationery to the general public in New York City! It doesn't get any more dangerous than that!

Stand back or I'll jump! I mean it!

Sorry, Mate! I have a stationery delivery for Mr. Glitz! Do me a favor! On your way down, look in the windows and signal to me which floor Glitz is on!

Can't you see I'm upset? I've just been dumped in a love affair! Hasn't anything like this ever happened to you?

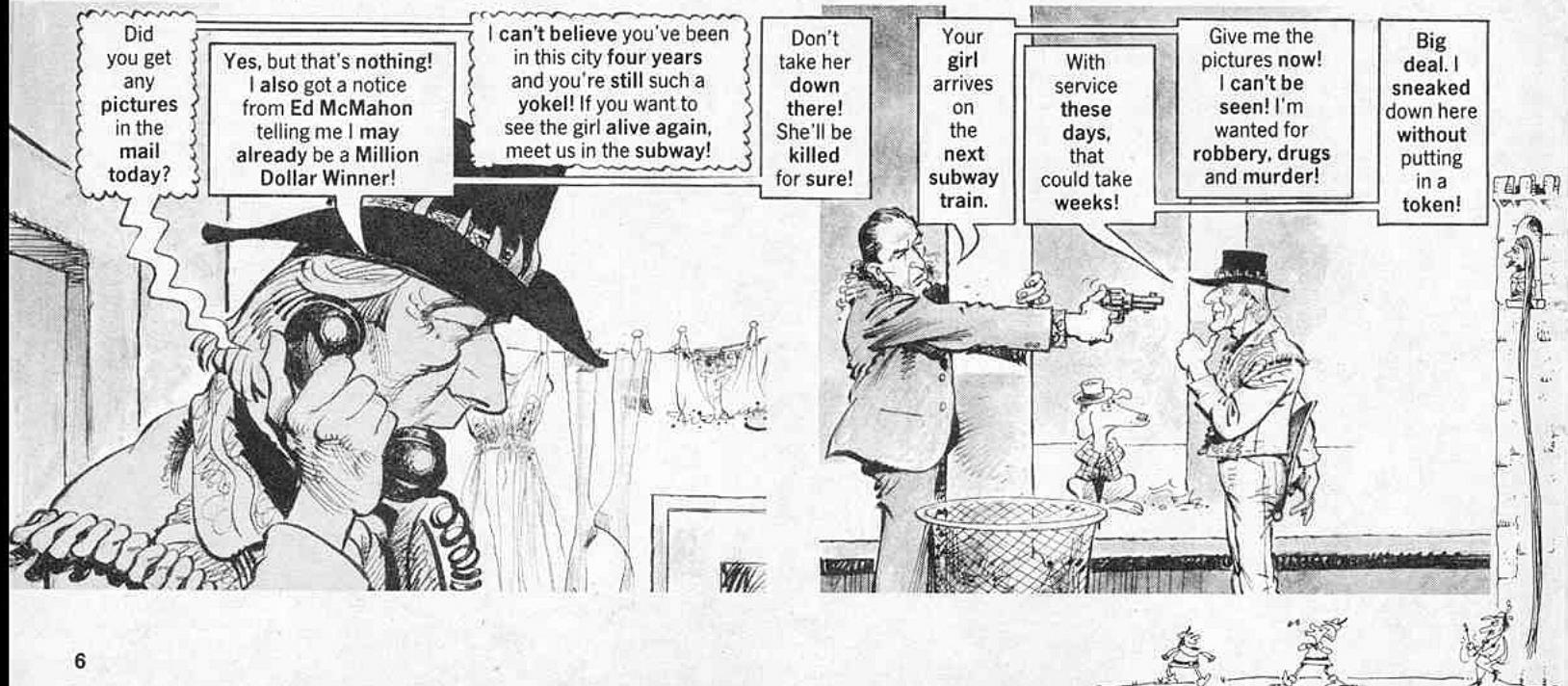
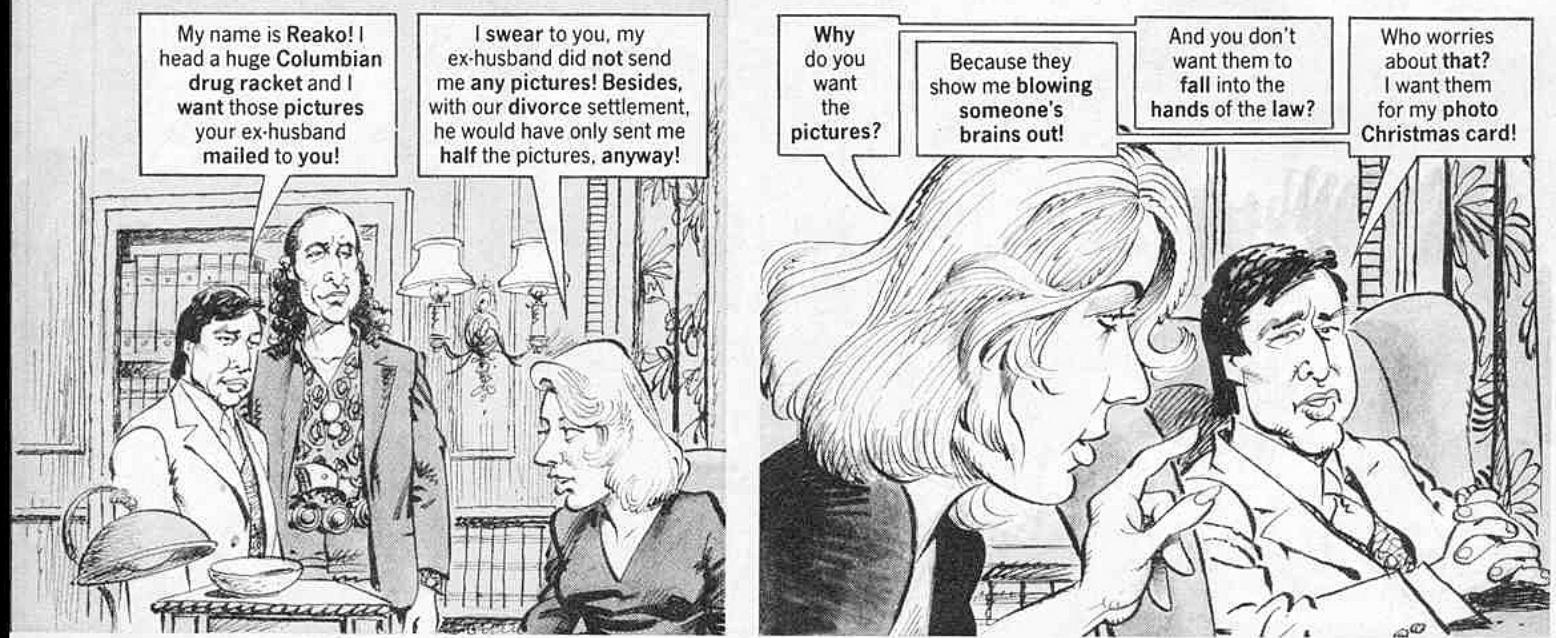
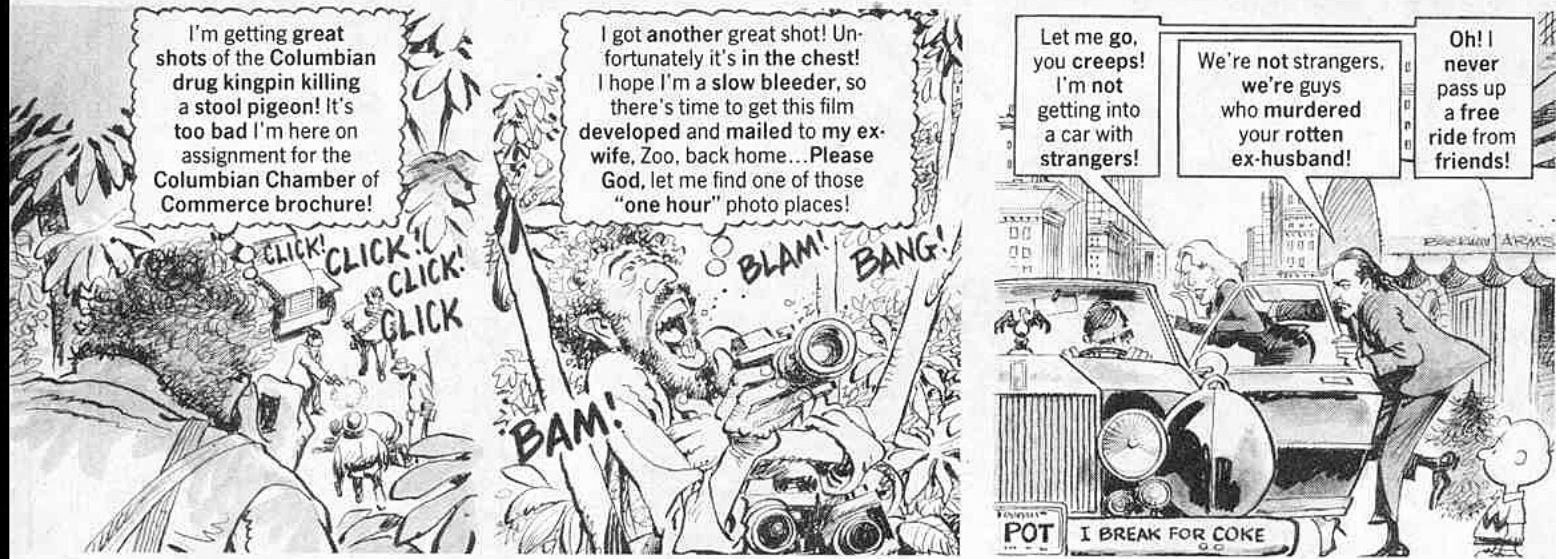
Well, once! But I got over it! And besides, till this day, me and the kangaroo stay in touch and remain good friends!

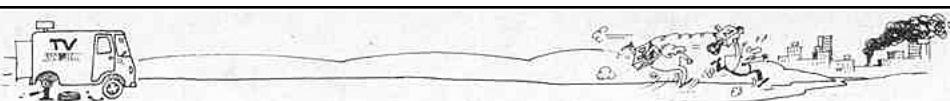


NO
BALL
PLAYING!
BY ORDER OF
GEORGE
STEINBRENNER

POINTER
SISTERS
SAY... JUMP!

DO





Thanks for your help, mates! I could have handled that creep myself, but it might have meant having to change my expression!

Are you Clint East-Wood?

No, but I understand the confusion! He also writes, produces, and puts himself on the screen in any junk he feels like!

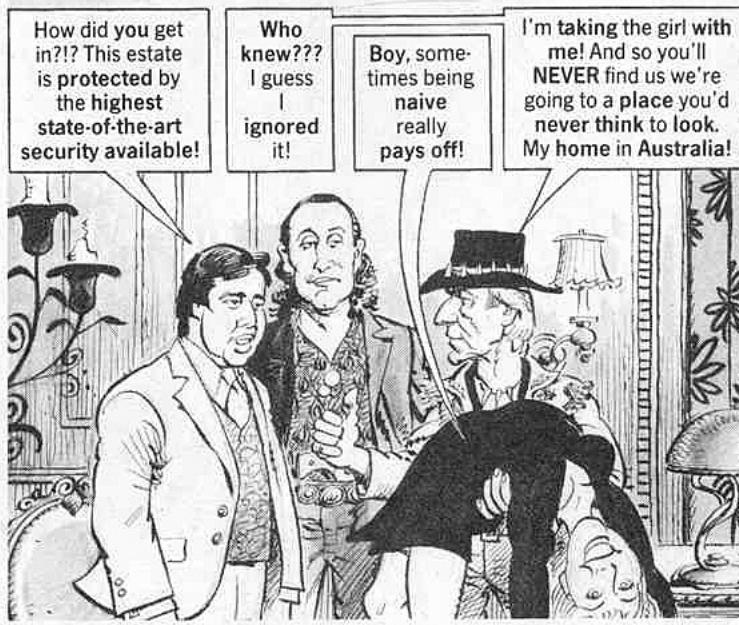
Oh— then you Sylvester Stalone!

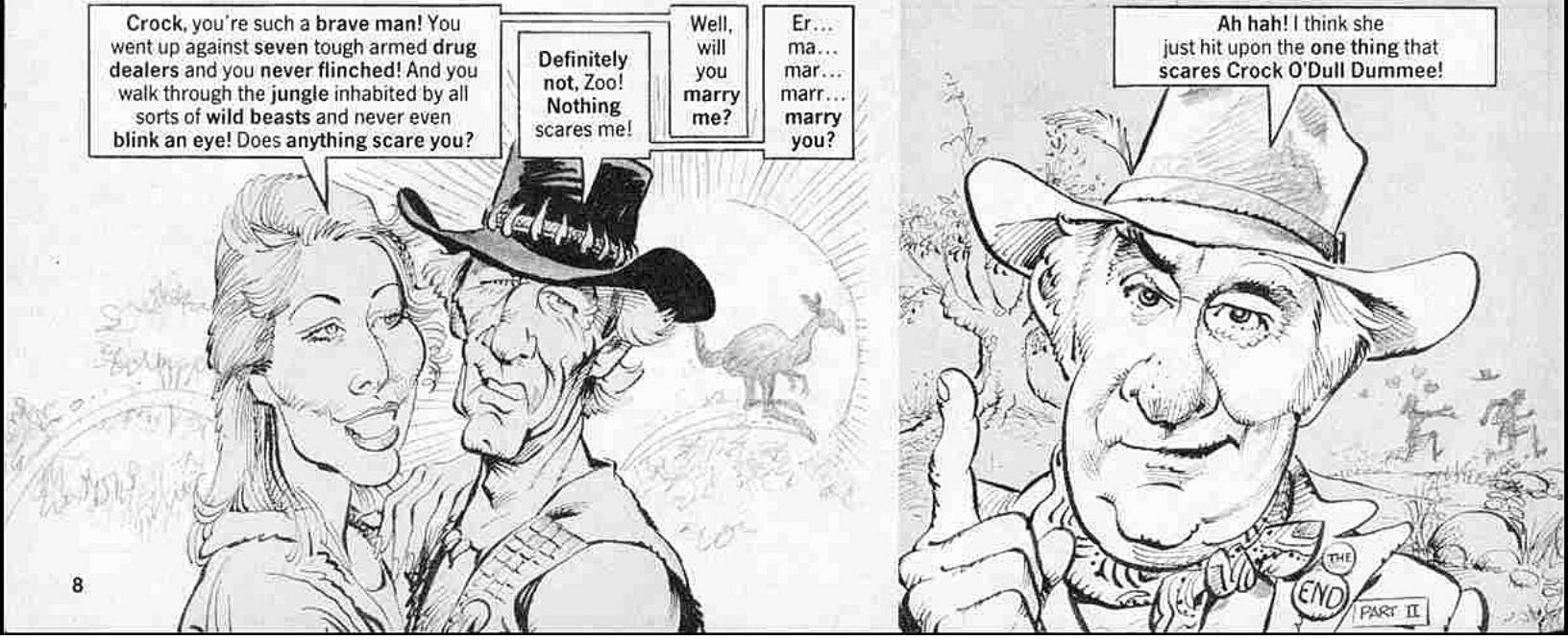
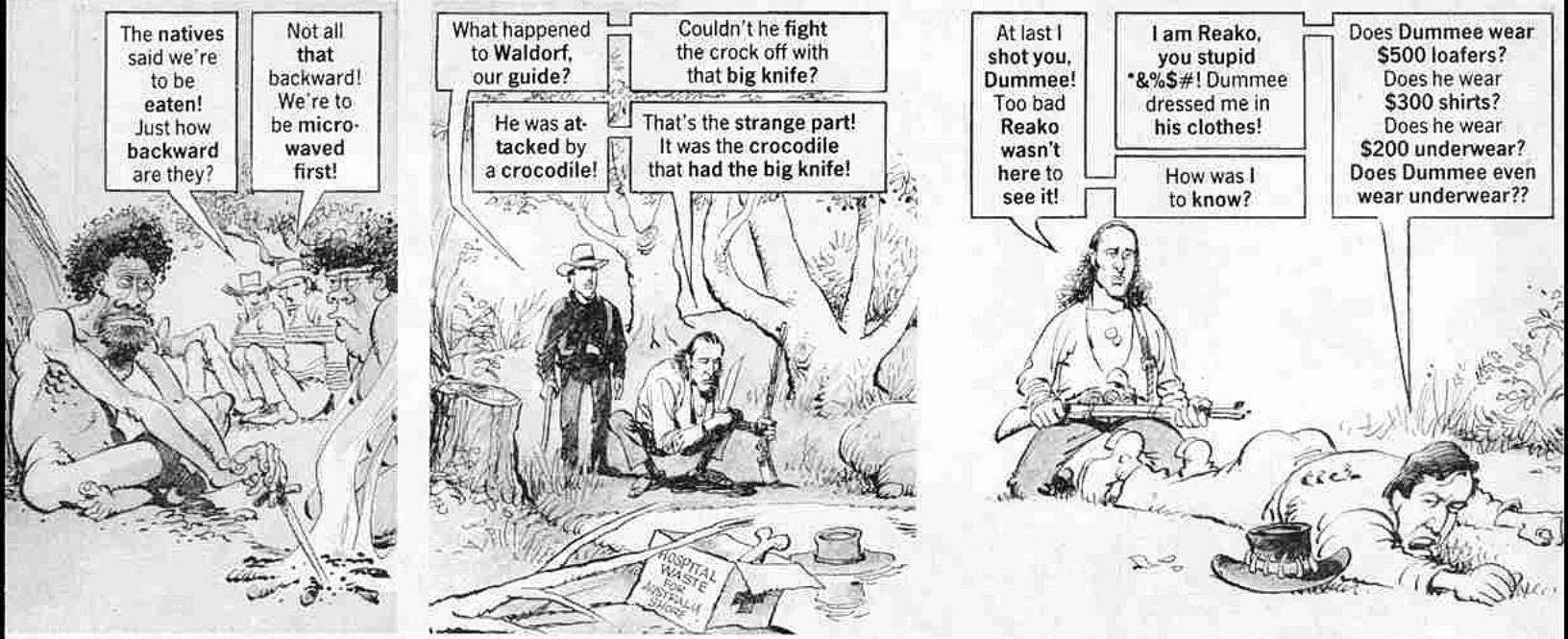
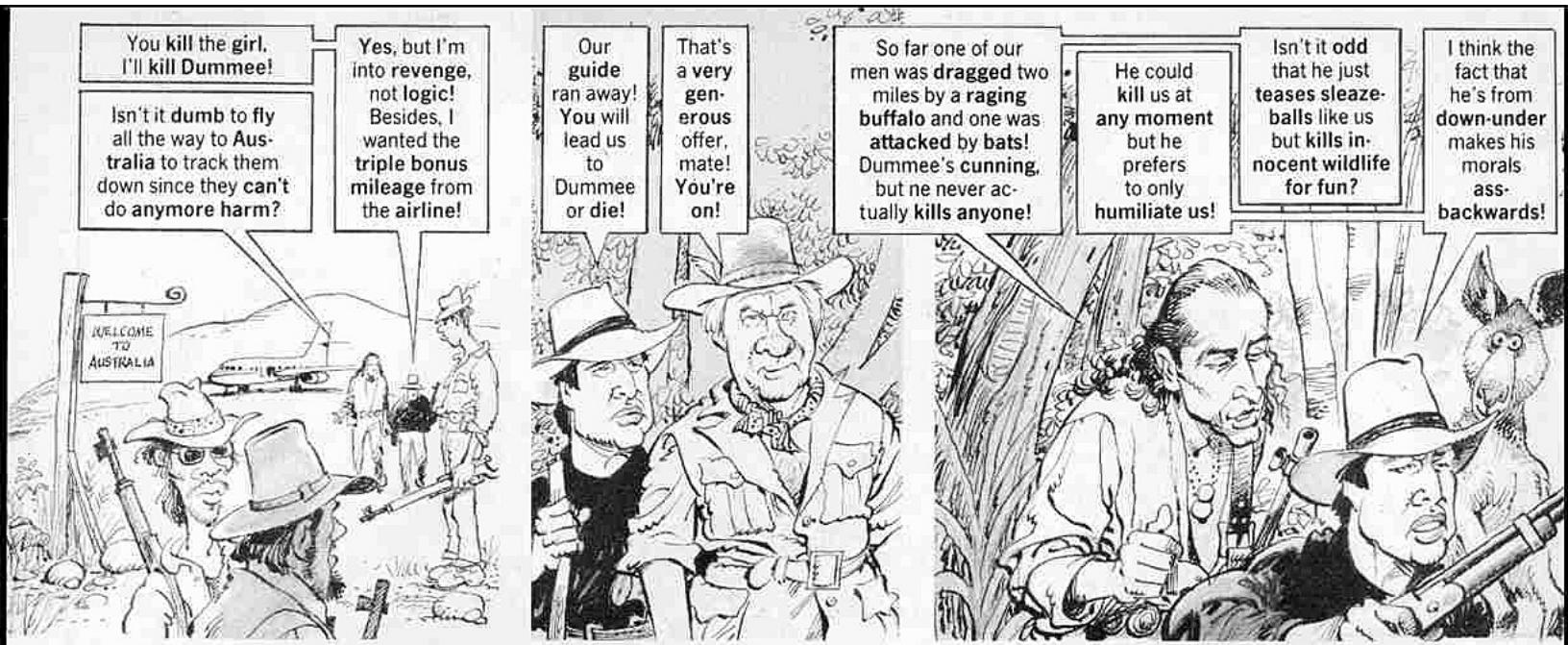
Listen, mate! my girlfriend's being held captive and I'm looking for someone who is "road wise!"

You really mean "street smart," don't you?

No, "road wise"! I need someone to tell me how to get from New York City to Long Island on the expressway during rush hour—in under four hours!

That's impossible! You really are a yokel!

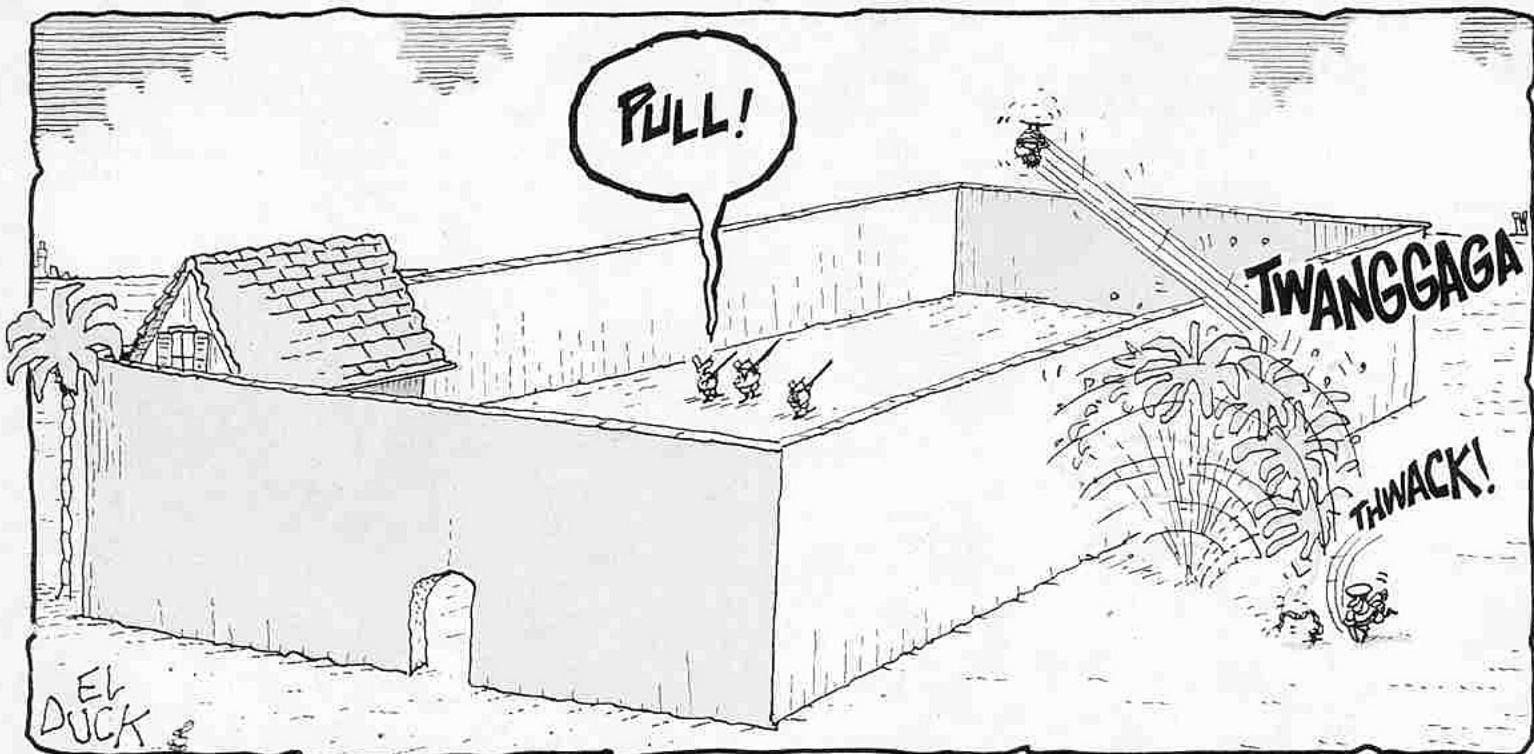
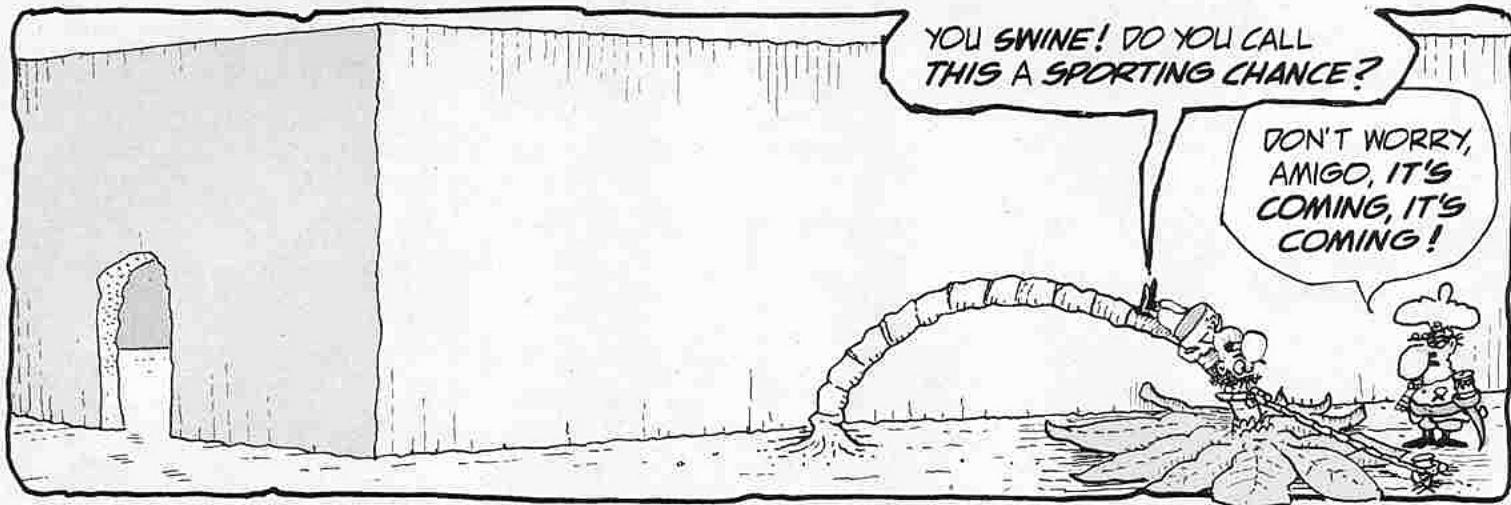




THE FREE-STYLE FIRING-SQUAD FIASCO



YES, CAPTAIN! I DON'T WANT TO BE SHOT LIKE A DOG! I WANT A SPORTING CHANCE!



Words are funny little creatures. They can bring joy or sadness, hope or despair. And often it doesn't matter what the words are, as much as

SAME WORDS... DIFFER.

EVERYONE MUST PASS THROUGH THE METAL DETECTOR!



...is comforting when entering an airport.



...is frightening when entering your high school!



...is terrific when your girlfriend is describing you to her parents

I'M A WOMAN AND I DEMAND TO BE TREATED AS ONE!



...is encouraging when it's your daughter fighting for equality at her work place.



...is discouraging when it's your son making an announcement at the dinner table!



...is reassuring when the D.A. is prosecuting members of a local auto theft ring.

JUST SAY "NO!"



...is good advice when a friend offers you drugs.



...bad advice when an addict puts a gun to your head and demands money!

YOURS IS THE BIGGEST



...is thrilling when a friend is checking out your new engagement ring.

who's saying them and to whom they are referring. Get it? Neither did we, until one of our hack writers came up with this MAD guide to...

ENT CIRCUMSTANCES!

ARTIST: PAUL COKER

WRITER: J. PRETE

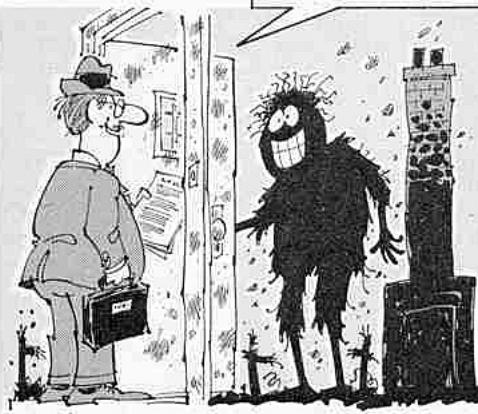
IDEA: CHRISTOPHER ALLEN

THE ONE!



...not so terrific when you're standing in a police line-up!

YOU'RE TOTALLY COVERED!



...is reassuring when it's an insurance agent discussing your claim.



...alarming when it's anyone discussing your burning rash!

GET ANOTHER 12 PEOPLE!



...less reassuring when the D.A. is prosecuting members of the White House staff!

EASY AS A, B, C!

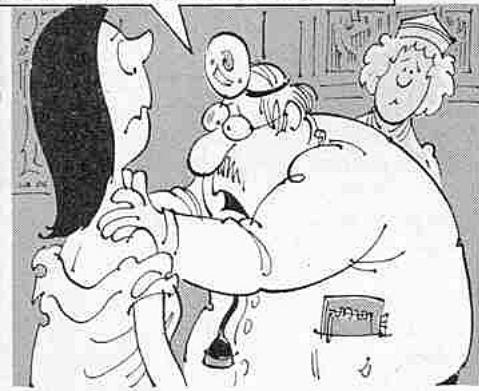


...is good when someone's talking about the computer program you just bought.



...is horrible when someone's talking about your sister!

ONE I'VE EVER SEEN!



...not so thrilling when it's a doctor examining your goiter!

HE LIKES TO BITE MY FEET WHILE I'M ASLEEP!



...is adorable when hearing about someone's new puppy.



...really gross when hearing about someone's new boyfriend!

When we want to tell you a story, we get someone else to do it! (God forbid we should make anything up!) You might recall that in MAD #268 we found some terrific storytellers—

MORE FAMOUS STORIES AS

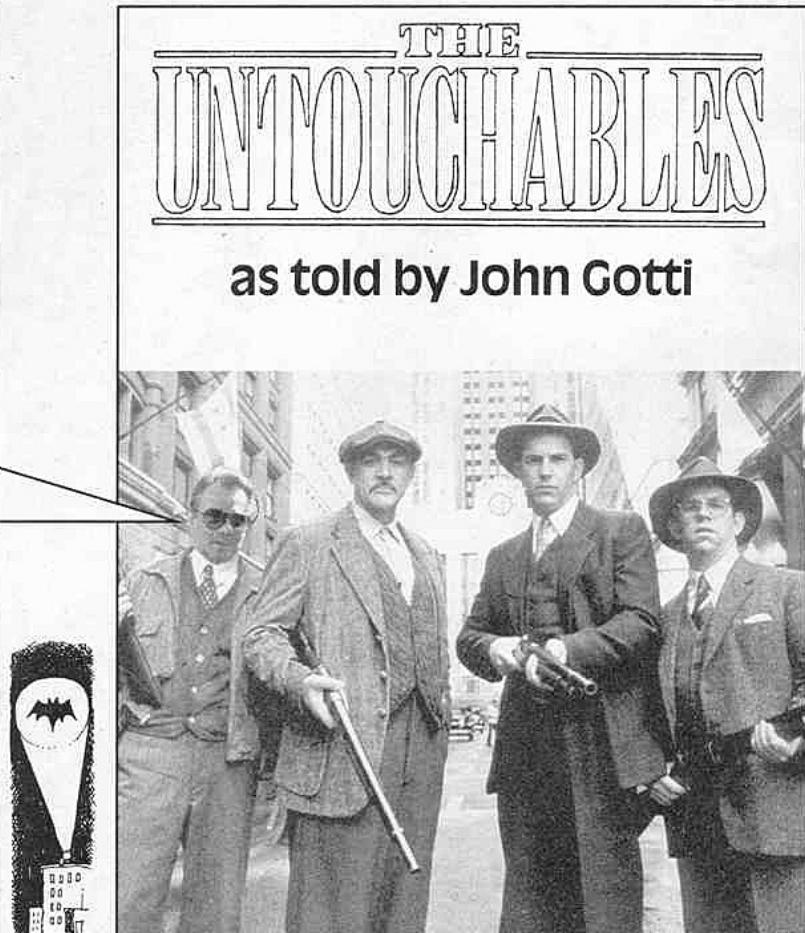
ARTIST: BOB CLARKE

Once upon a time, a businessman named Al Capone, may he rest in peace, lived in Chicago. The Government passed a law making it a crime for a working stiff to relax with a bottle of beer or have a glass of wine with his supper. Mr. Capone, being a humanitarian, decided to do something about it. In the patriotic tradition of our forefathers who dumped a load of tea in the Boston harbor to protest another unjust law, Mr. Capone went into the brewery business so that the American public could satisfy their God-given right to get smashed!

This didn't sit too well with the Feds. They sent G-man Elliot Ness after Big Al. The only way Ness could get Capone was to frame him on a trumped-up income tax rap. Capone was arrested and put on trial. The fix was in. He was convicted and sent to the slammer. But even though Capone lost the battle, he won the war. Prohibition was repealed and booze became legal again.

So the next time you're at a ball game knocking back a cold beer, or having a shot at your favorite tavern, say thanks to Al Capone, the American hero who made it all possible.

It's a Wonderful LIFE as told by Donald Trump



George Baily inherited a small building-and-loan business from his father. He lent money for mortgages. When people couldn't make their payments he told them not to worry about it. What a schmuck! He should have foreclosed and kicked them out! He could have gotten a tax abatement and built condos, a high-rise office complex, and a gambling casino. He just didn't understand the art of the deal.

One day while checking George's books, the bank examiners found an \$8,000 discrepancy. George's drunken uncle had lost the money on the way to the bank. Unless it was replaced, George faced criminal charges. I can't believe the guy didn't have eight grand to his name! Hell, I gave more than that to Ed Koch's re-election fund — and I hate Ed Koch!

George panicked and decided to kill himself. But he was stopped by an old guy claiming to be an angel. George said he wished he'd never been born. So the angel took George into the past to prove that his life had been meaningful. Ha! In my opinion, George was a total loser! He never made a million-dollar deal, he never had his picture on a magazine cover, and he never shook hands with Mike Tyson or Don King.

Anyway, George realized his life was okay and he returned to his family. His friends took up a collection to replace the money. George resumed his useless job at the building and loan company, barely scraping out an existence. This is a wonderful life? Come on!

people who—well, let's just say they really throw themselves into drama! Ha! Excitement like that deserves a second edition! Yes, it's time once again to curl up (or throw up) with

TOLD BY FAMOUS PEOPLE

WRITER: LOU SILVERSTONE

RAMBO

as told by Ronald Reagan



Rambo was a brave, patriotic soldier. He was the kind of American that makes me proud to be Commander-in-Chief. Rambo reminds me of another great hero, Duke Wayne, who, as we all know, practically won World War II singlehandedly. Rambo had Duke's brand of determination—he wouldn't let anyone or anything stand in his way.

Well, we had photographic proof that some Americans were still being held in Viet Nam. We told Rambo to go in and bring them out. We dropped him by parachute into enemy territory. Let me tell you, that jungle was crawling with heavily armed Vietnamese soldiers and their so-called Russian "advisers." Rambo went into action and those Commies never knew what hit them. Rambo accomplished his mission and brought our boys back home.

I wish that Ollie North and the guys at the National Security Council had asked me how to gain the release of our hostages in Iran. I would have told them to forget about that arms-for-hostages deal. Just send in Rambo! He'll get the job done. Unfortunately, they never discussed their plans with me—at least I don't think they did, I really can't remember...

Willie Loman was a salesman, and, like politicians, salesmen are forced to spend a great deal of time on the road, away from their loved ones. It's a lonely life, living out of a suitcase, eating in restaurants, and sleeping in strange hotels. And salesmen, just like politicians and ball players, are only human.

To relieve the loneliness, Willie had an occasional, harmless date. Just some dinner and friendly conversation. Willie was enjoying one of these innocent encounters with a young woman when his son, Biff, made a surprise visit. Biff didn't want to hear Willie's explanation. Like the media, he assumed that Willie was cheating on his wife. Biff never forgave his father, and he never let his father forget it. But Willie's wife knew better. She trusted him and remained loyal.

At this time we had a president who was void of any new ideas. He felt that unemployment was the only way to fight inflation. Thousands of people lost their jobs, including Willie. Willie was desperate. He committed suicide so that his wife would get his life insurance money.

Willie's tragic tale didn't get any coverage from the media. I guess they were too busy hiding in the bushes stalking some presidential candidate.

Death of a Salesman

as told by Gary Hart



A MAD PEEK BEHIND THE SCENES AT A COMEDY CLUB

PERFORMING LAUGH RITES DEPT.

ARTIST: SAM VIVIANO

WRITER: LOU SILVERSTONE

EXIT

How did you like
my act tonight?
I wrote all the
material myself.

Sure, he watched
TV and wrote down
everything Letterman
said, word for word!

I can't figure you out. Everytime
a comedian does something gross
like burping or using foul language,
you applaud. I do the same thing
and you say I'm a disgusting pig!

Did you see my set
tonight? Man, I was on
a roll, one gag after
another! I bet I told
ten gags a minute!

Yeah, that's
because you
weren't
interrupted
by laughter!

The funniest thing in
this place is calling
these "frisbees with
legs" a "table for four"!

Not so loud, the boss
doesn't like the
busboys being funnier
than the comedians!

We really have a young
crowd tonight! The only
things over 21 years old
in here are the jokes!

I guess
these kids
like to laugh!

No, they like to
drink! We're not too
tough when it comes
to checking I.D.s!

If that guy's a comedian
he must be pretty desperate,
writing down the lousy
jokes in this joint.

He's not a
comedian, he's
a writer for
MAD Magazine!

REST ROOMS

ONE WAY

I'll tell ya, with all the new comedy clubs, cable stations and TV specials, there's a real shortage of comic talent.

I'll say! Last week, the microphone broke, the electrician came out to fix it and he was such a hit, this week he's playing Atlantic City!

Hoo! That last comedian was so funny I almost wet my pants!

You might as well, did you see the line for the john?!

Start spreading a rumor that Eddie Murphy is going to make a surprise visit tomorrow night!

We did that last week! How many times do you think our customers will fall for that Eddie Murphy garbage?

All right, this time make it Robin Williams!

Gee, I don't know which show to do, Letterman or Carson!

Wow! You got offers from Carson and Letterman?

No, I only have an hour left on my tape and I don't know which show I should set my VCR for!

We're raising the admission from \$10 to \$15 tonight. I just found out one of our comics was on prime time TV last week and I figure that means people will gladly pay an extra five bucks to see him!

What show was he on?

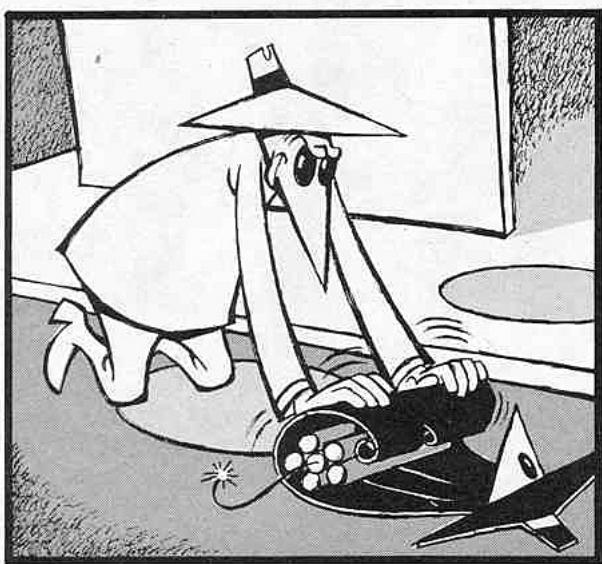
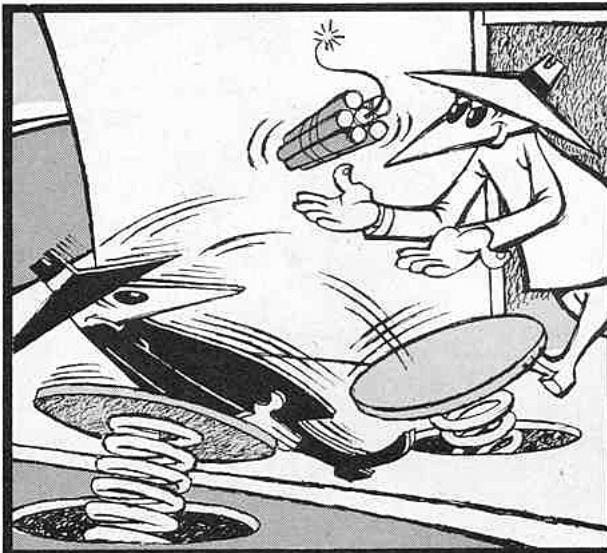
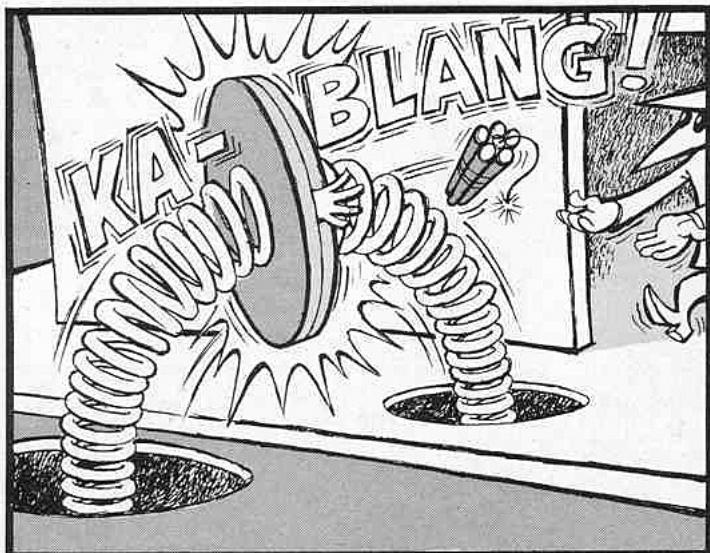
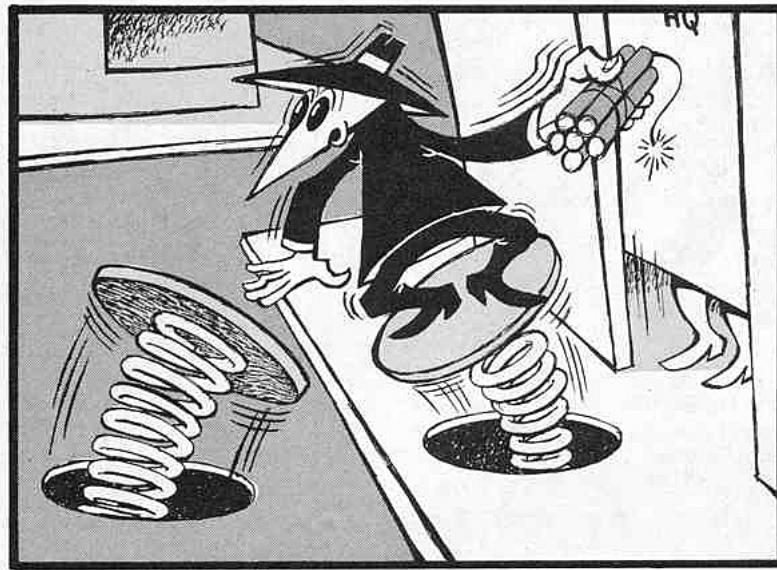
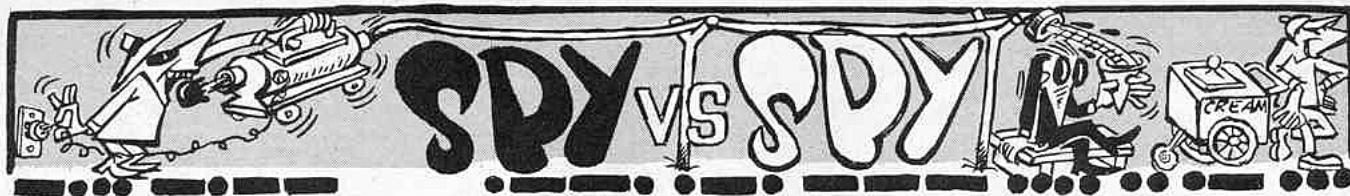
The Six O'clock News! He was a witness to a car crash!

Geez, \$15 to get in, two drink minimum — this is costing us \$40! That's about \$10 a laugh!

We could have rented a Richard Pryor video, got a six pack and saved ourselves \$30!

SPECIAL
TONITE ONLY!
\$15
CHEAP

MISSION



GOLD MEDDLING DEPT.

Ever since the first modern Olympics were held in Athens in 1896,* politics has intruded into what is supposed to be a celebration of individual athletic achievement. What do we at MAD think can be done about this travesty? NOTHING! C'mon, Olympic Organizing Committee, get off your high horse! It's time to admit there's not a thing you can do to keep politics out of the Games! You might as well welcome it in with open arms by introducing these...

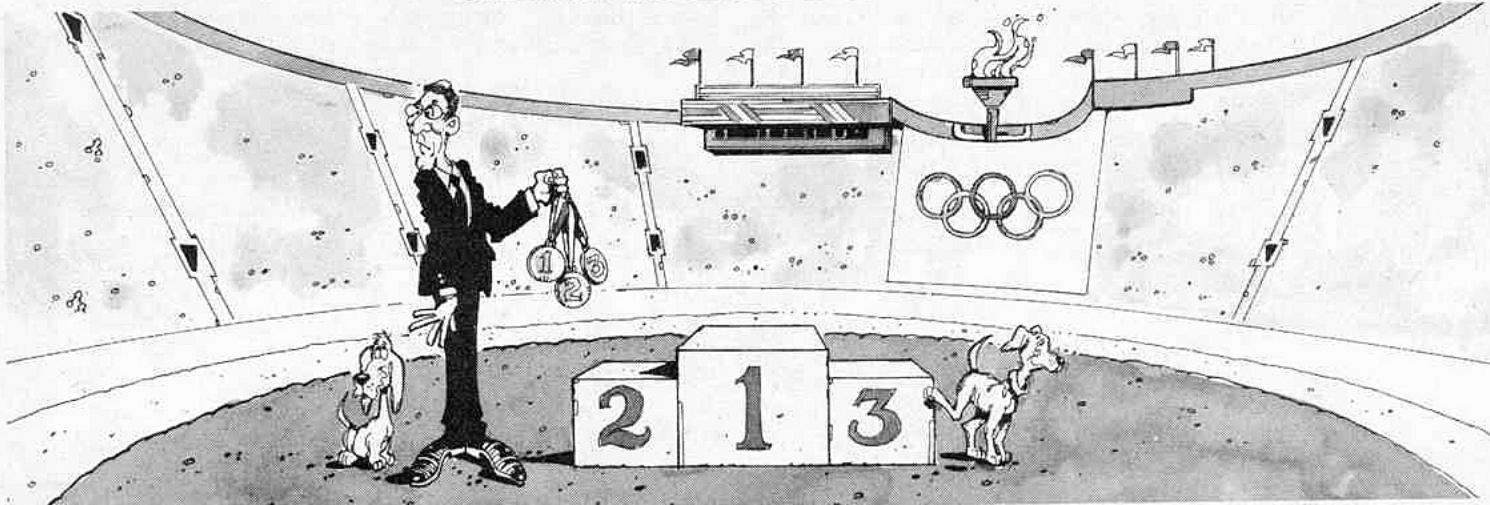


POLITICALLY INSPIRED OLYMPIC EVENTS

ARTIST: BOB JONES

WRITER: MIKE SNIDER

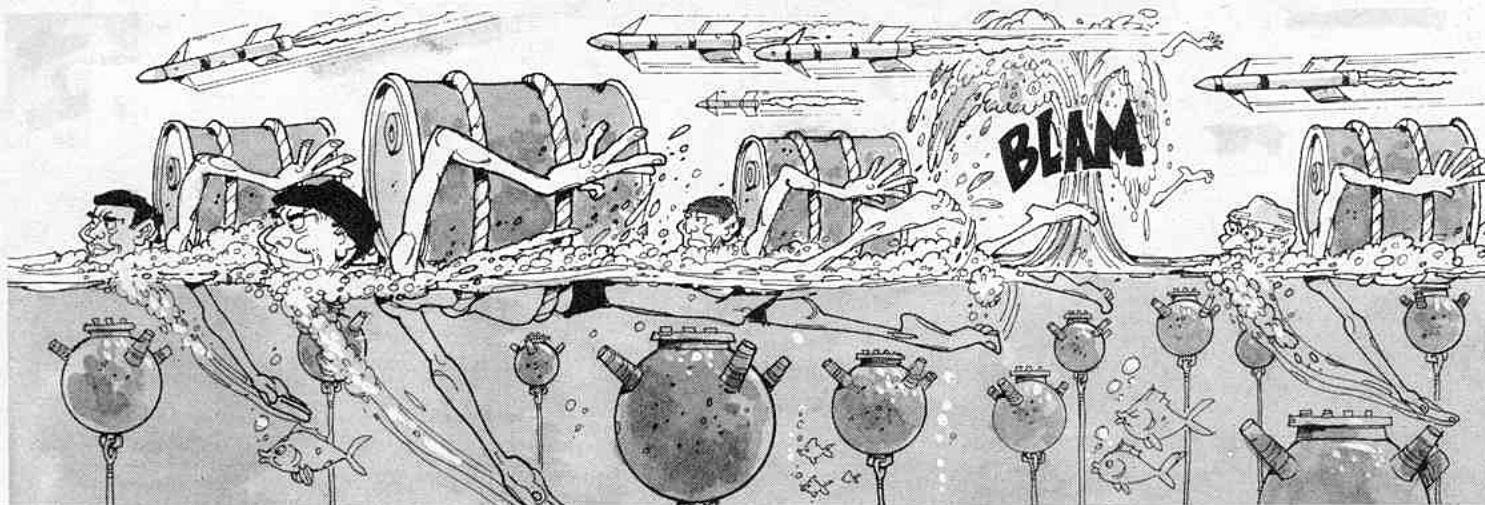
OLYMPIC BOYCOTTING



Since "not showing up" has become such a popular feature of the Games (The U.S. in '80, the Soviets in '84)—why not turn it into an event? Judges will award points for: Best-sounding excuse for staying away; number of

other countries the boycotting nation pressures into staying away; and most effective silencing of whiny athletes who think sports and politics don't mix. A money-saving event, since none of the winners will be present to get their medals!

PERSIAN GULF MINE-DODGING



In this event, competing teams of international swimmers strap 50-gallon oil drums to their backs and swim through the mine-

infested waters of the Strait of Hormuz. Points are awarded for speed, style and total number of Silkworm missiles avoided.

CROSS-COUNTRY INVADING



A full slate of international tensions, animosities and border squabbles makes this the perfect year to inaugurate this event! The Soviet Union's history of attacks on Poland, Afghanistan and Hungary establish it as *the*

team to beat, but don't count out Iran or Iraq, either! Local favorite North Korea (reportedly *itching* for a rematch with host country South Korea) could provide spectators with more action and excitement than the Games have seen in years!

EMBASSY GATE HIGH HURDLES



Teams of fully armed Middle-Eastern terrorists (or, as they prefer to be called, "students") must successfully leap over security barriers, gates and fences in order to storm the nearest

U.S. Embassy. Bonus points will be awarded for viciousness of anti-American chants, amount of mindless property destruction and manipulation of television news camera crews covering them.

DEPOSED DICTATOR'S TRIATHLON



Prospective competitors (chosen by uprising or revolt) must finish all three events alive and out of prison. Event #1: Last-minute looting of national treasury. Event #2: Escaping angry mobs storming palace. Event #3: Finding a new

home in a country that's not too picky about who it lets in. Current record holders include: Claude "Baby Doc" Duvalier (making fastest getaway) and Ferdinand Marcos (most money and gold stolen; best home-in-exile; goofiest wife).

MOVING-DEMONSTRATOR TARGET SHOOTING



Many countries maintain regiments of marksmen to deal with troublemakers who challenge that government's "right" to lie, steal or oppress. Here is a chance for these keepers-of-order to "show their stuff" in open competition. The

Olympic Committee can sanction events for the three different styles of protester-shooting: Northern Ireland Style (pressurized water cannon) Republic of South Africa Style (live rifle ammo) Warsaw Pact Style (SS-20 medium range missiles).

SYNCHRONIZED SPY-SWAPPING



How's this for a sport? It's three a.m. on a deserted bridge linking East and West Germany. Two opposing teams must get to the middle of the bridge, simultaneously trade a captured

enemy agent for one of their own and then escape unharmed. Okay, so it's not *that* exciting, but it sure beats the hell out of other lame junk like "Shot-putting" and the "Triple Jump"!

10,000-KILOMETER SECRET ARMS SHIPMENT RELAY



Inspired by the infamous Iran/Contra affair, this relay calls on competitors to send large shipments of lethal weapons to their favorite "Outlaw Nation" using the most complicated and

confusing route possible. Olympic judges may choose to use the official Ollie North rules: Participants MAY NOT: 1) Obey any laws; 2) Get permission from any superiors; 3) Tell the truth.

**And now, MAD answers
the burning question no
one bothered to ask...**

What is

A SUPERNERD IGNORES OBVIOUS HINTS...



A SUPERNERD ALWAYS BRINGS HIS MOTHER ALONG...



ARTIST AND WRITER: PAUL PETER PORGES

A SUPERNERD NEVER KNOWS WHEN THE PARTY IS OVER...



A SUPERNERD ALWAYS CALLS
AT THE WRONG TIME...



a SUPERNERD?

A SUPERNERD ALWAYS SHOWS UP
TOO EARLY FOR BLIND DATES...



A SUPERNERD CLUMSILY PERFORMS SIMPLE OPERATIONS...



A SUPERNERD ANSWERS BEFORE THE QUESTION IS ASKED...



A SUPERNERD AUTOMATICALLY
IRKS HOUSEHOLD PETS...



COMMUNICATION



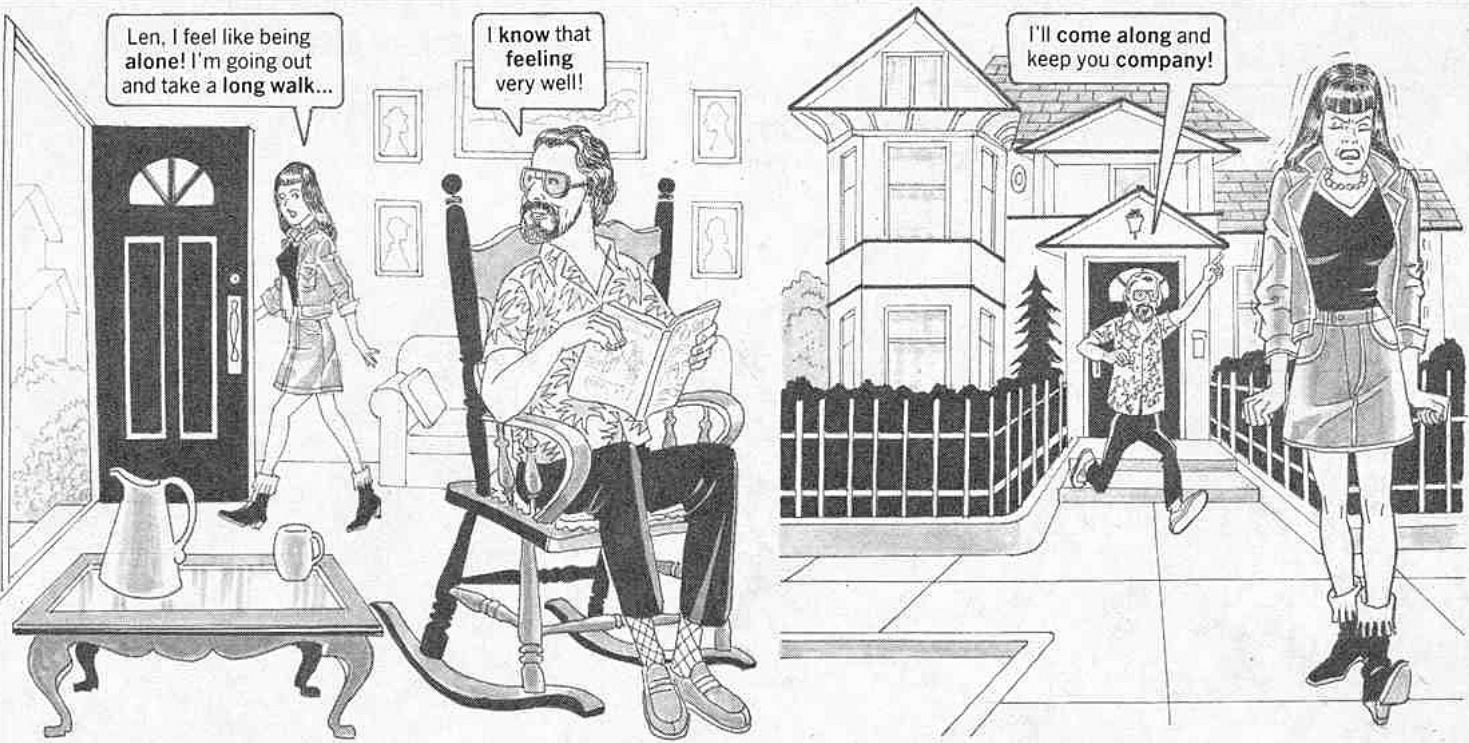
BERG'S-EYE VIEW DEPT.

MOODS

Len, I feel like being alone! I'm going out and take a long walk...

I know that feeling very well!

I'll come along and keep you company!

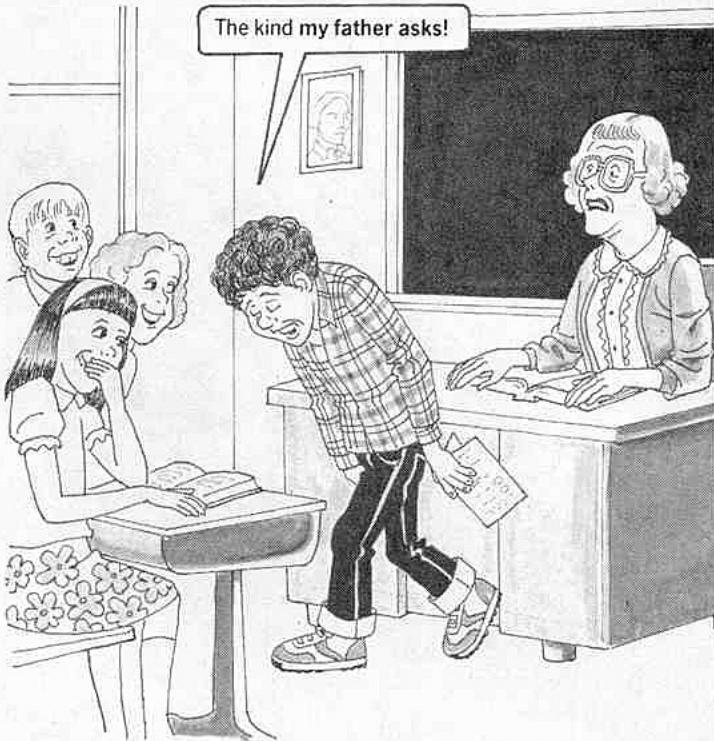


INQUIRIES

What kind of report card is this?

What kind of question is that?

The kind my father asks!



R SIDE OF...

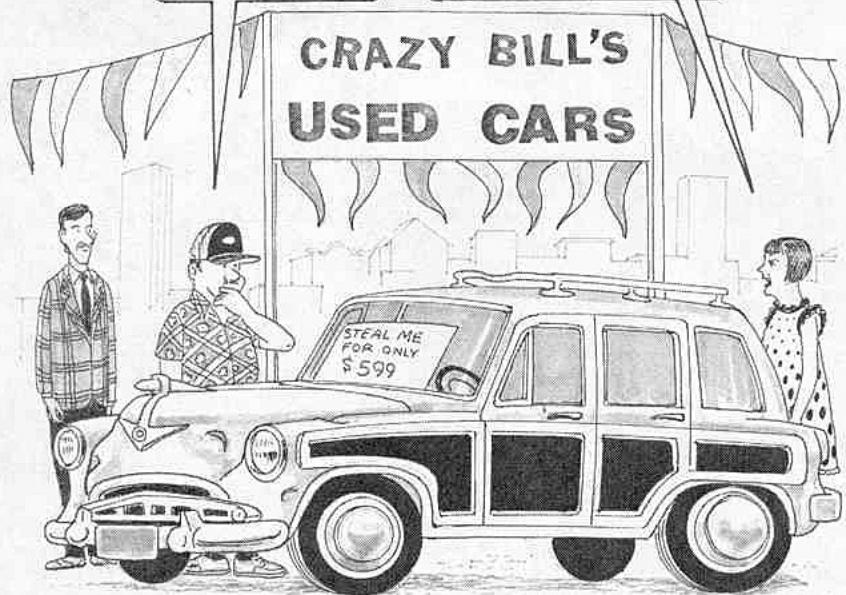
ARTIST & WRITER:
DAVE BERG

CARS

Diane, I can't decide whether to buy this car or not...

Are you kidding? That one? Our kids wouldn't be caught dead driving a car like that!

I'll take it!



WEDDINGS



AMBITION



RELIGION



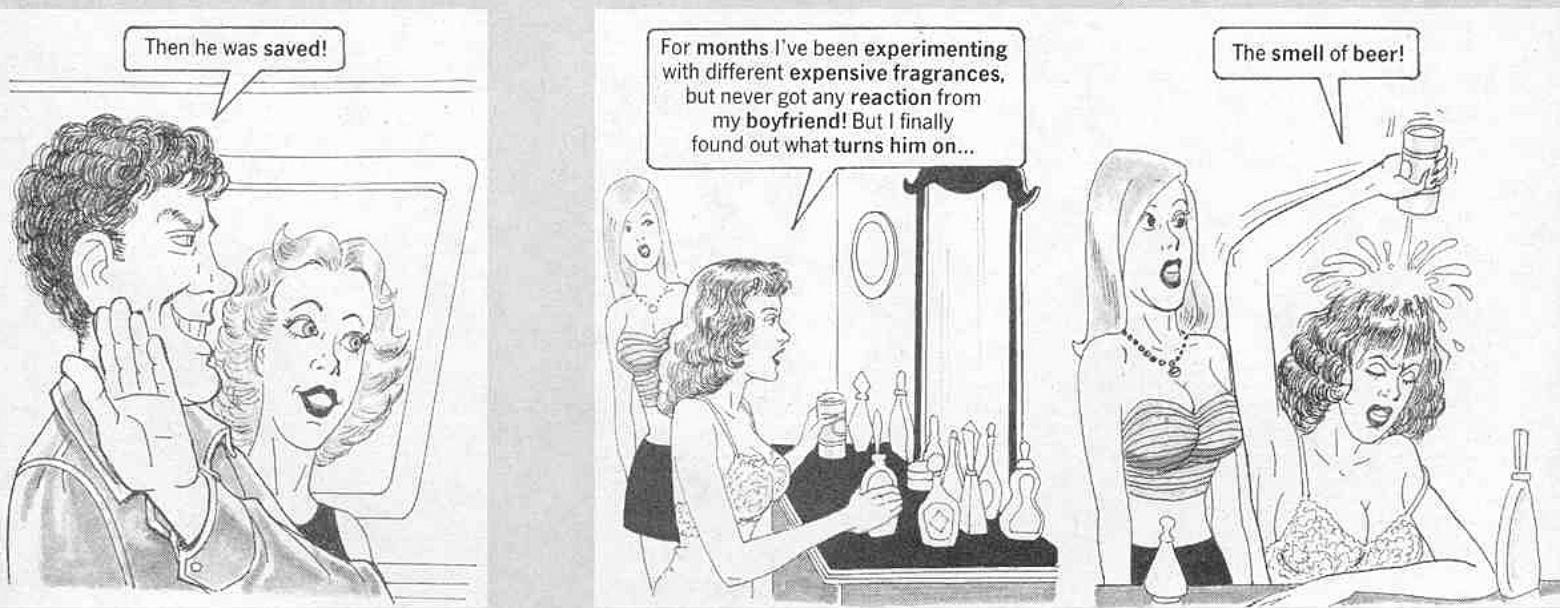
TOYS



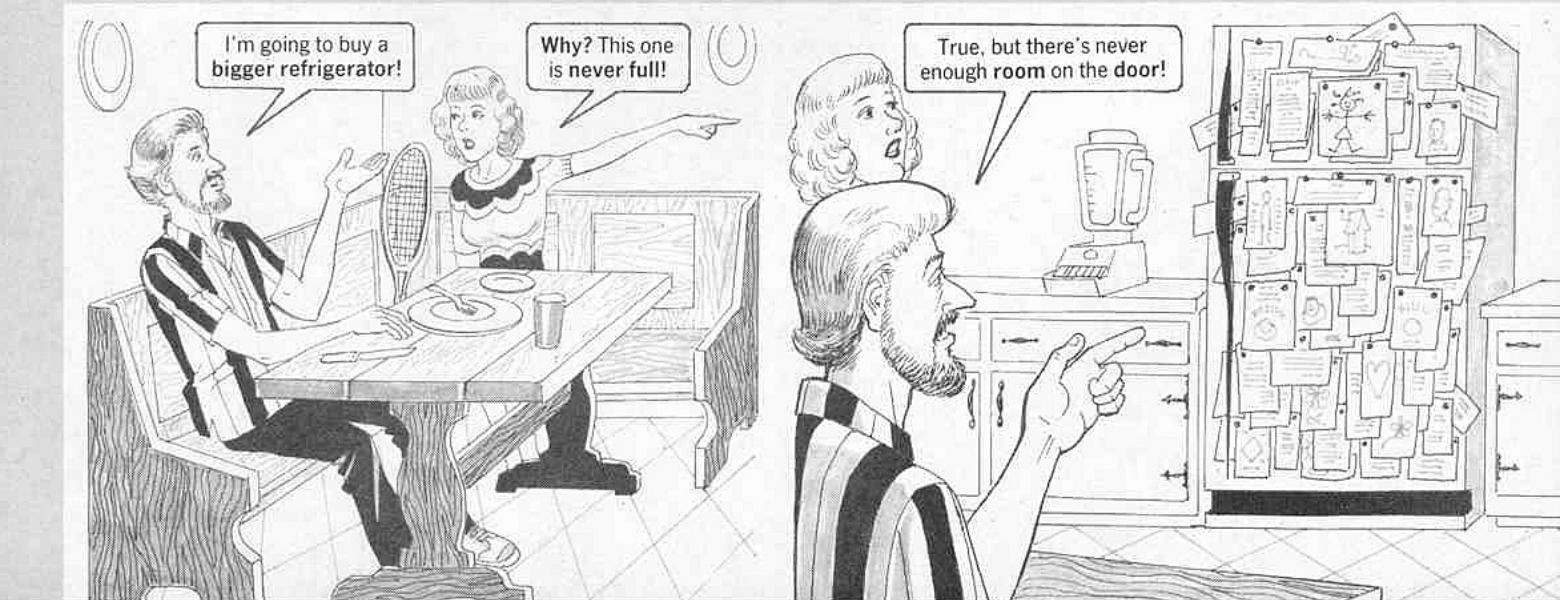
APPROVAL



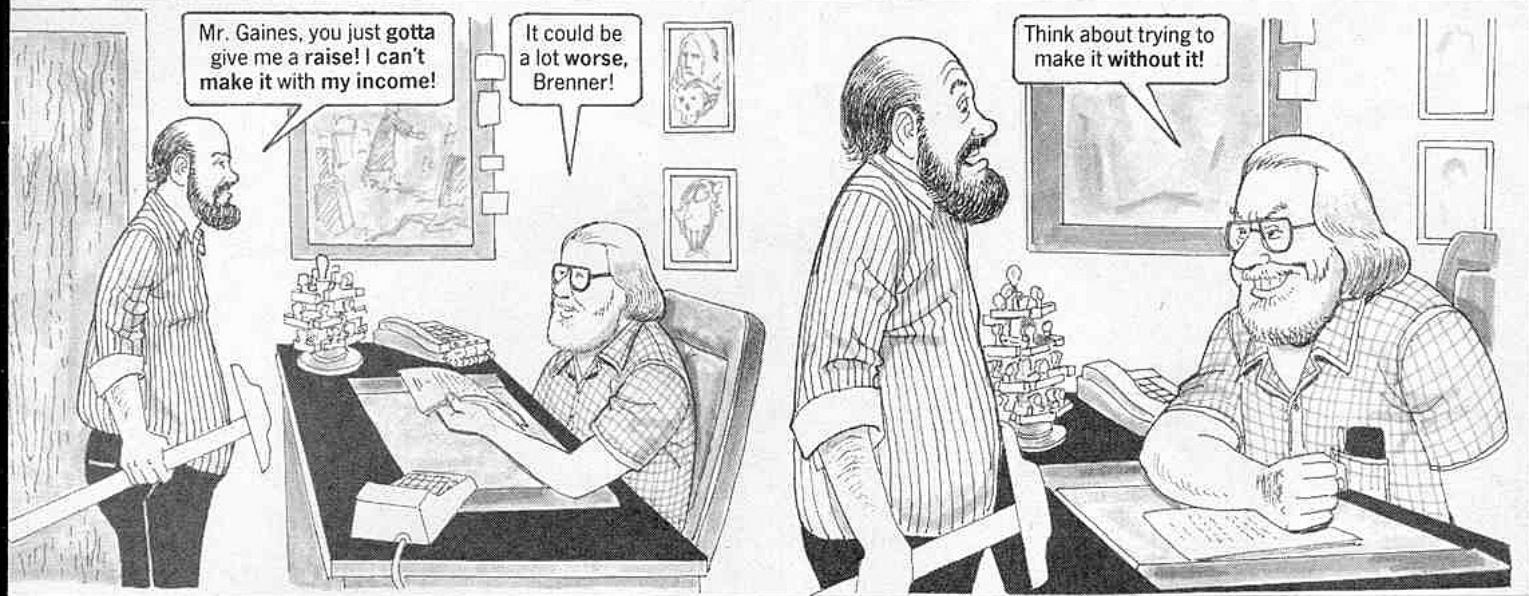
SMELL



SPACE



FINANCES



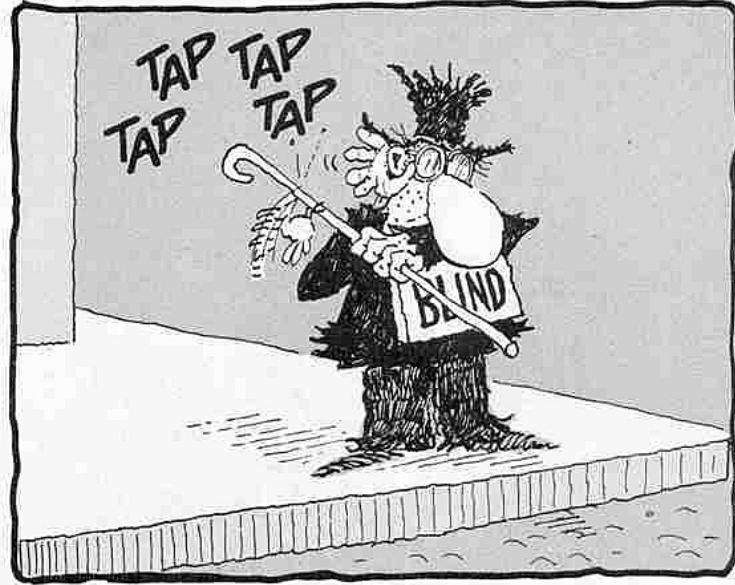
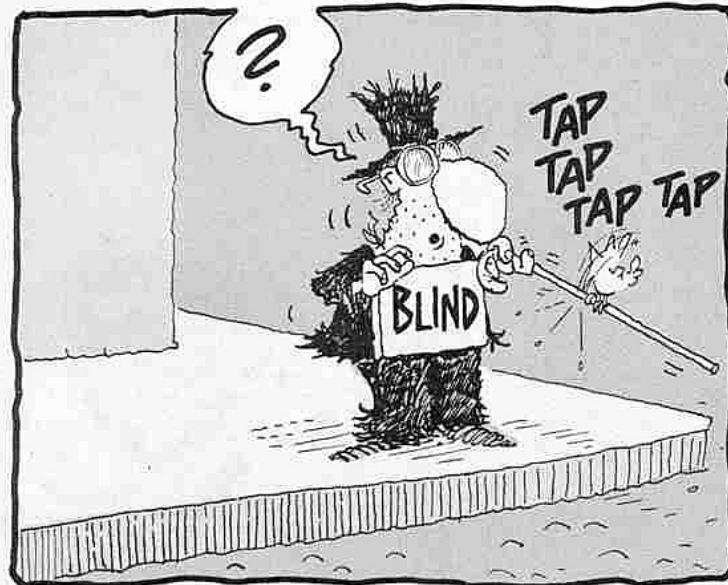
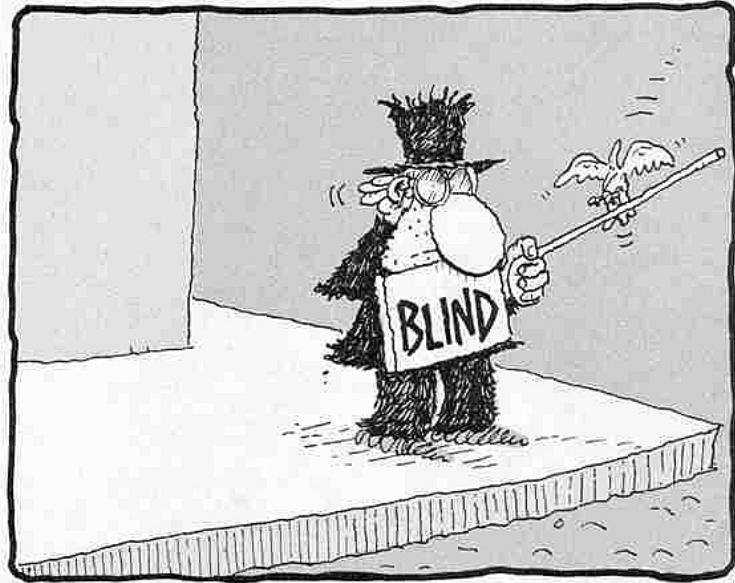
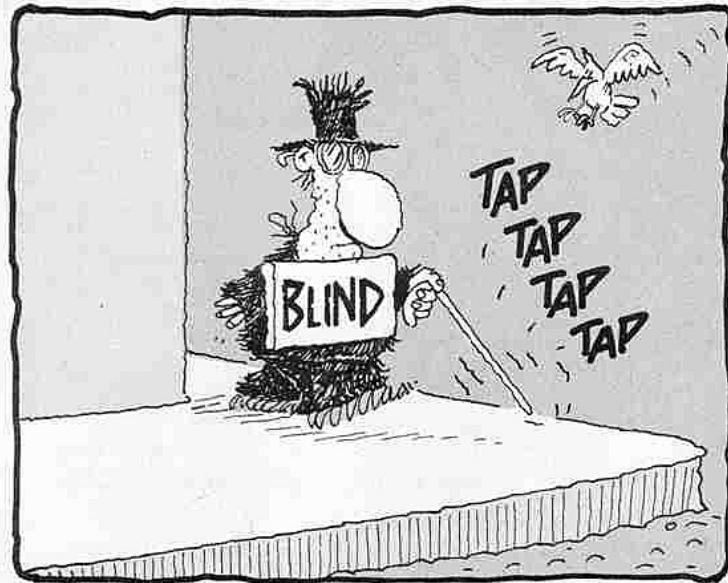
SKILLS



DOCTORS



THE PESKY PECKER PUZZLER



ARTIST AND WRITER: DUCK EDWING



the SAGA



It was many and many a year ago,
In the land of the brave and the free,
That a firm did arise and soon grew to great size,
And its name was AT&T,
But its foes cried, "Unfair! You can't hog the whole share!"
"A monopoly's bad as can be!"
And they fought very tough and in time, sure enough,
They were breaking up AT&T.

Thus began a great war like no battle before,
With a dozen firms running amok;
You've got Sprint, MCI, sev'ral more shooting high
For a slice of the long-distance buck,
And they snow you with ads pushing trendy, new fads,
Like no hustle you ever did see;
Till you fall for their pitch and you're making the switch,
Waving bye-bye to AT&T.



Soon you're making a call to a guy in St. Paul,
When you're hearing a horrible screech;
So you dial him once more and are reaching a store
Selling kitchen supplies in Palm Beach;
So you're trying again and are getting through when
You discover your line has gone dead;
And you're fit to be tied, which is when you decide
That you'll write him a letter instead.

of AT&T

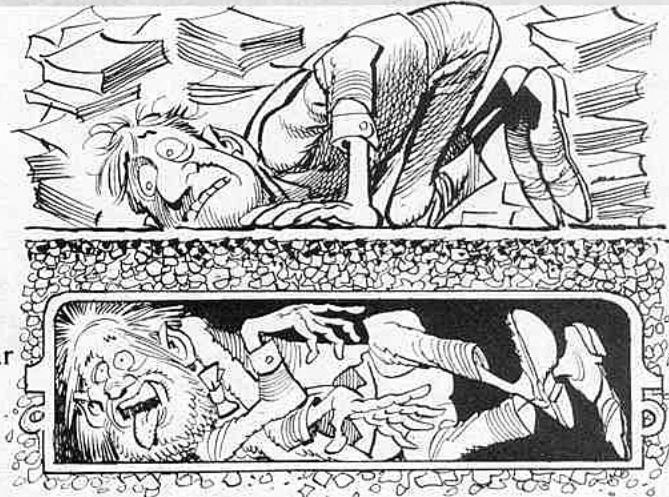
ARTIST: JACK DAVIS WRITER: FRANK JACOBS

(with thanks to Edgar Allan Poe, who had some hang-ups of his own)



Once a month you get ill from a 14-page bill
Full of charges you can't comprehend,
Plus a plan ultra-new, bringing savings to you
Just so long as more money you spend,
Everywhere that you look, there's more gobbledegook
As they tout Fiber Optics and such,
And you're cursing your luck and you feel like a schmuck
While your dollars they reach out and clutch.

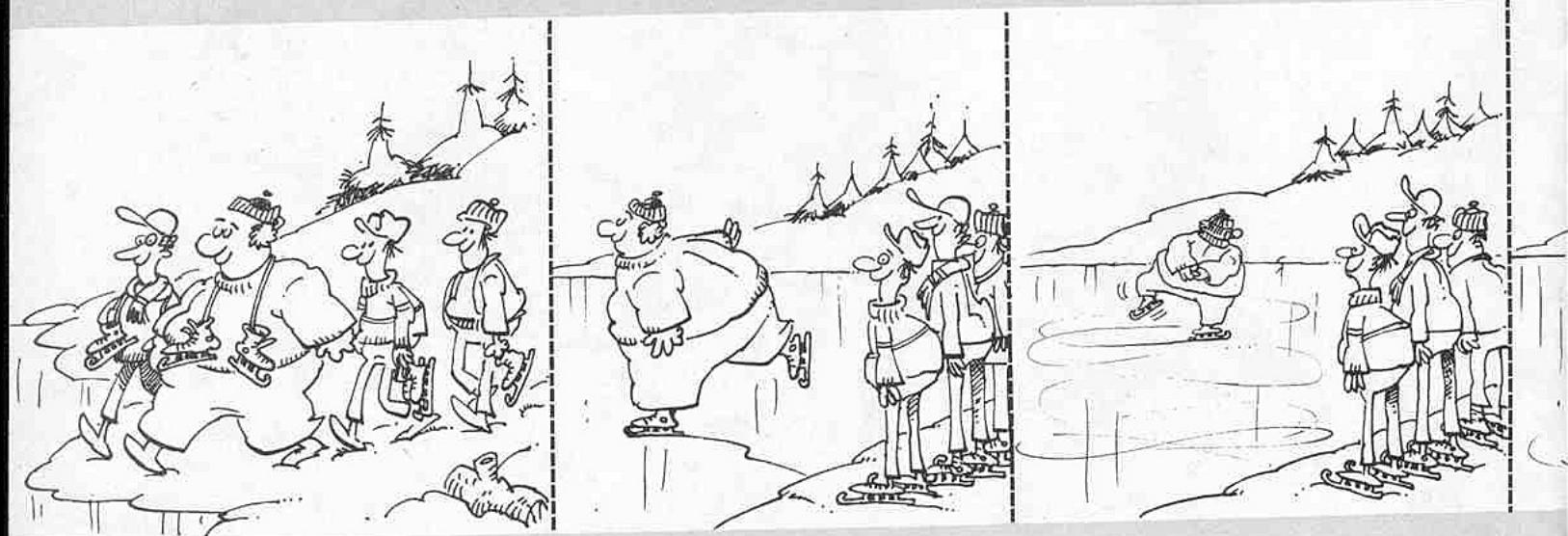
Yes, they're making a haul when a Talk Line you call,
And you're ripped off at two bucks a pop;
Check the bundle you've blown for that self-destruct phone
You bought "cheap" in some ding-a-ling shop;
See that pile on the floor full of phone-books galore
That not even a Pack Rat would save;
When you're done, put your ear to the ground and you'll hear
Mr. Bell turning 'round in his grave.



Now we're told all the time, it's a terrible crime
When some giant monopoly rules;
"Competition's the way," the economists say,
Which is what we are taught in our schools;
But from seeing the mess screwing up the U.S.,
Any imbecile plainly can see
Life was better back then in those ancient days when
We were screwed just by A T & T!

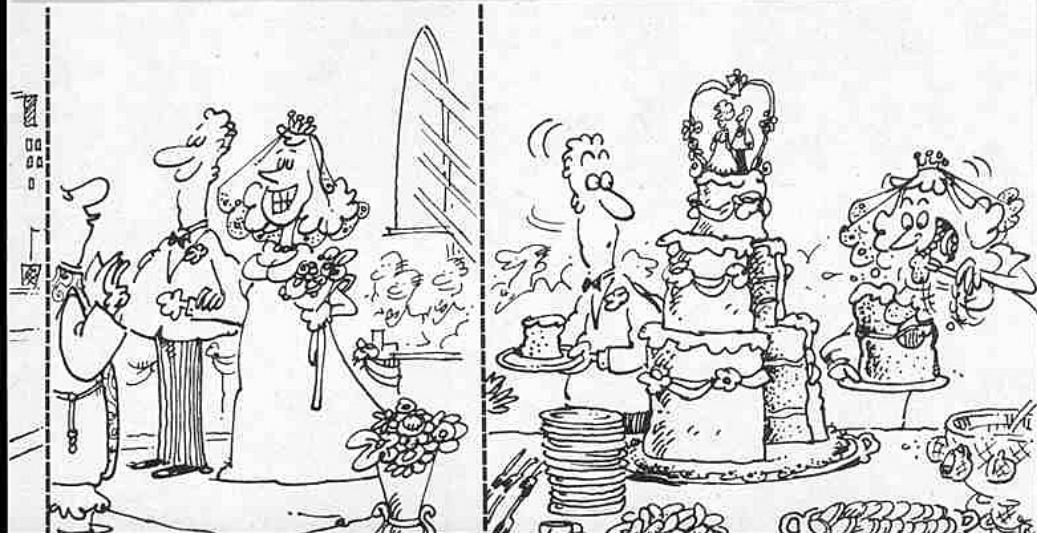
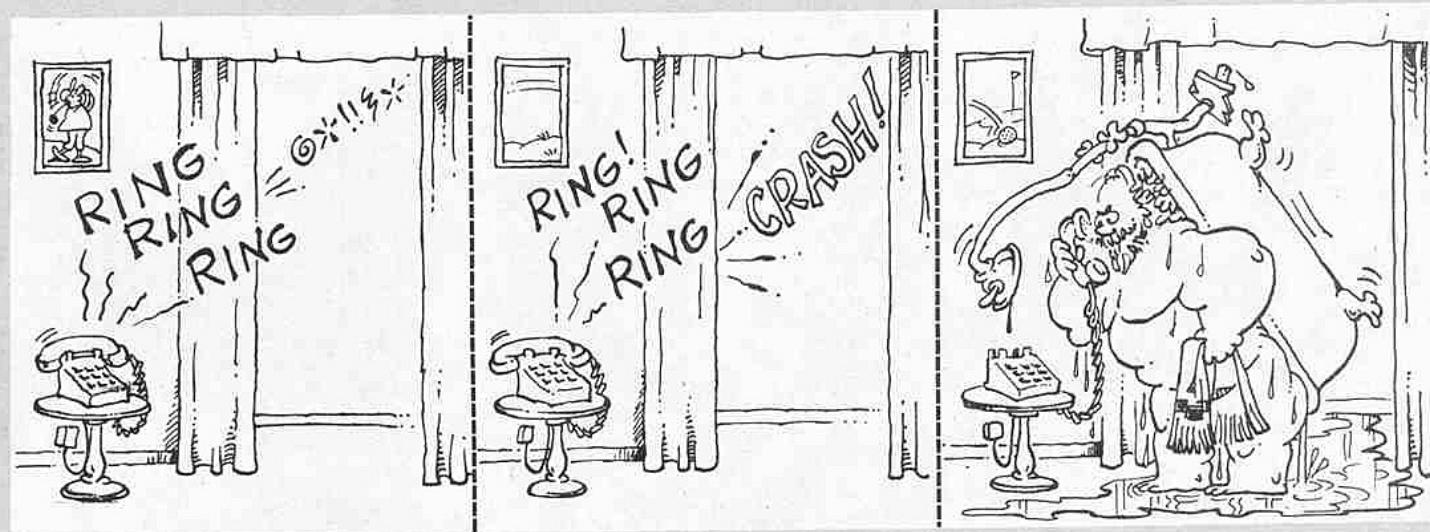
A *ANIMAL* LOOK

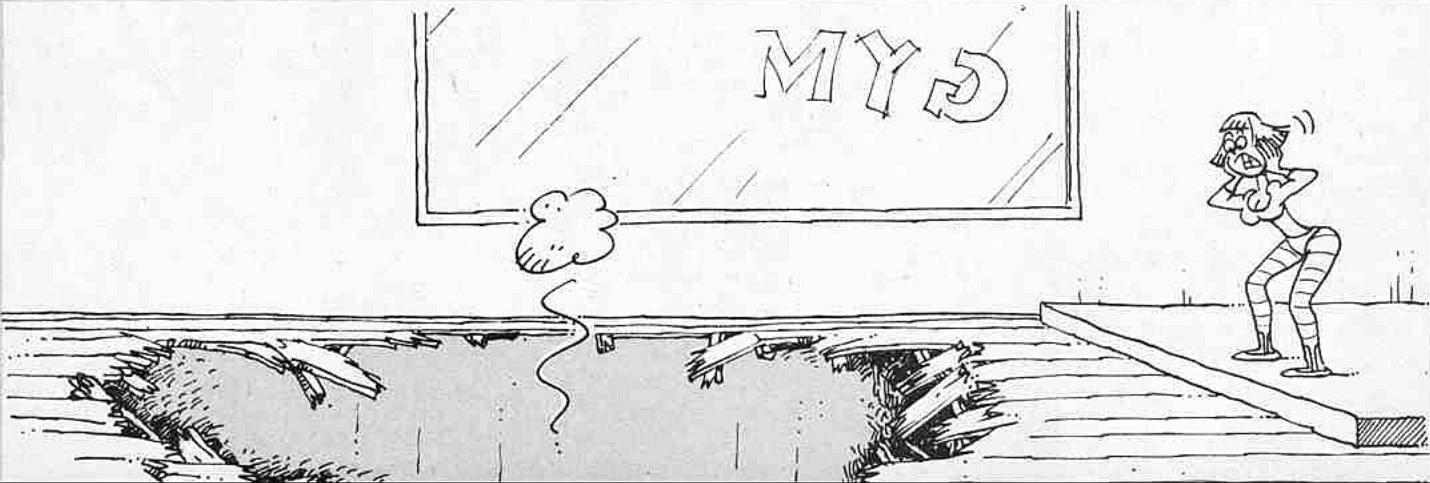
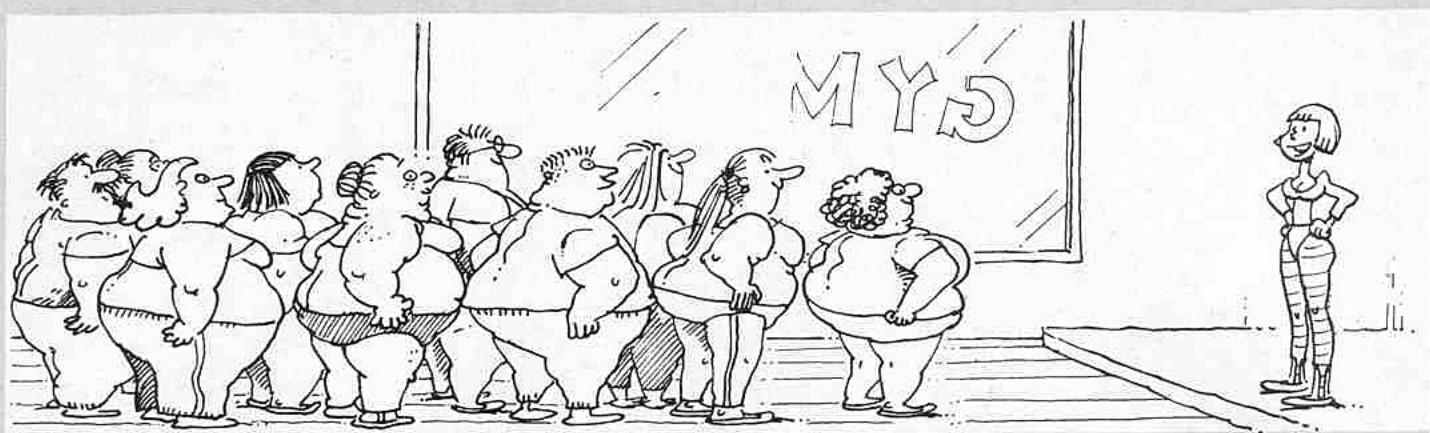
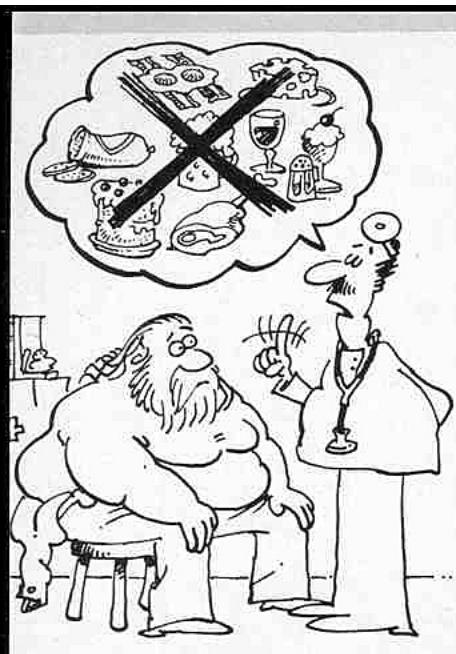
ARTIST AND WRITER:



AT REST

SERGIO ARAGONES





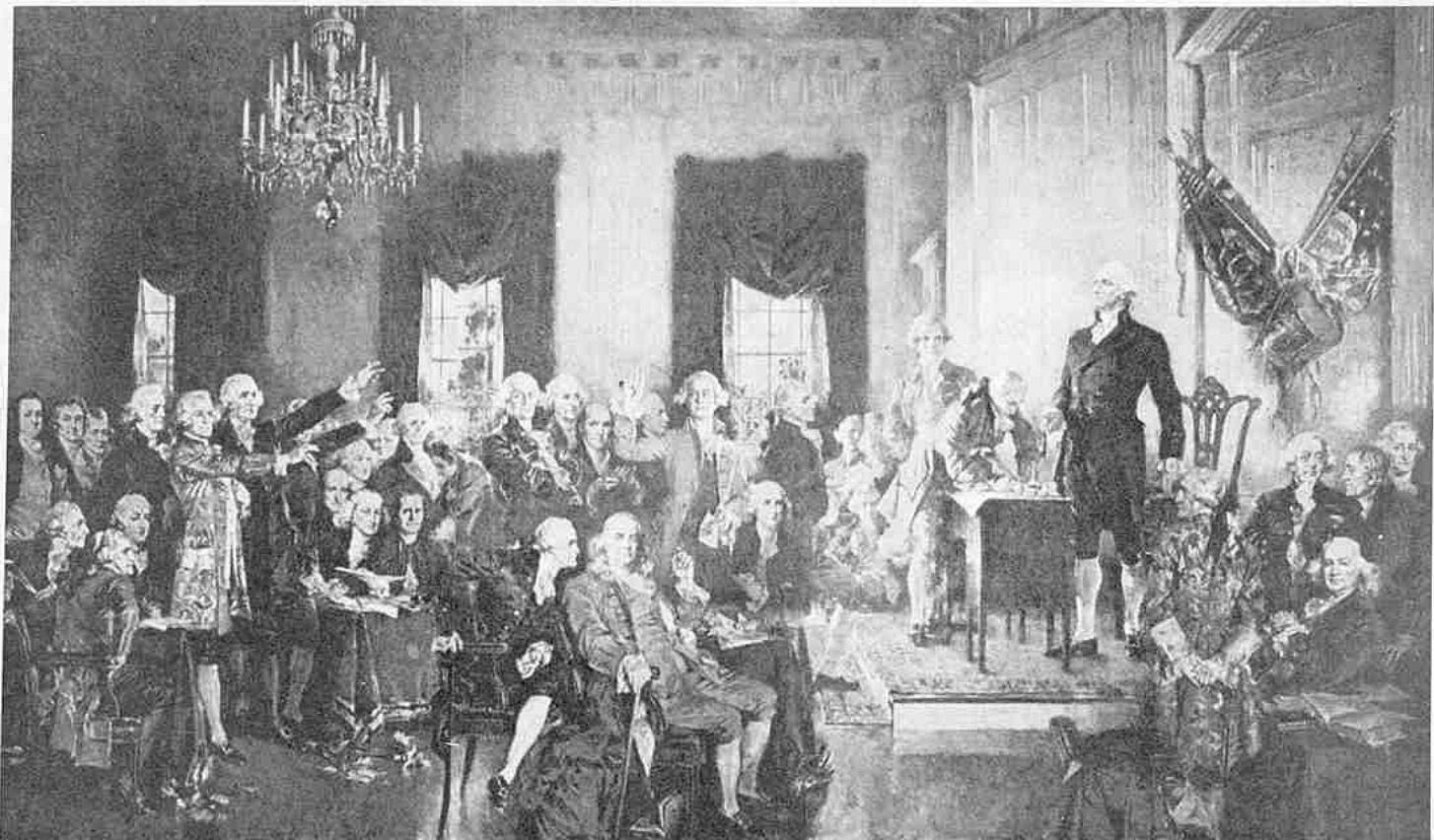
We the people of the United States, in order to form a more perfect Union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

ARTIST: GERRY GERSTEN

WRITER: FRANK JACOBS

When the founding fathers wrote this Preamble to the Constitution, they hoped it would suit everyone for centuries to come. What they didn't count on were the folks today who occupy the fringes on the right and left. For them there's but one solution, and that's

REWRITING THE CONSTITUTION FOR POLITICAL EXTREMISTS



For Ultra-Conservatives

We the flag-waving

patriots of the U.S. I, affirming our God-given destiny to muzzle the bleeding-heart liberal press, speed our nation's punks and psychos to the gas chamber while preserving our right to pack a .44 Magnum, seek out and eradicate the Commie enemy before he turns us into chopped liver, overwhelm and otherwise stick it to the welfare cheats, pro-abortion fanatics and other low-life, free our hallowed land from any and all squishy-soft wimps whose views run counter to ours, and denounce the left-wingers for their failure to balance the budget, hereby create, invoke and otherwise make our day with this red-blooded, tell-it-like-it-is Constitution of the United States of America.



For Ultra-Liberals

We the do-gooders

of the United States, firmly dedicated to help everyone whether they want it or not, foster fair play for misunderstood criminals and other minorities, appeal to the public guilt, put down and scoff at anti-gun control fanatics and pro-death penalty freaks, identify our red-necked political foes as the neo-fascist know-nothings they are, promote vast social programs which cost billions to give us a vote-getting, nice guy image, endorse the right of anyone to do anything in the name of liberty, and denounce the right-wingers for their failure to balance the budget, hereby create and absolutely refuse to compromise on this New-Age, permissive Constitution for the United States of America.



AN EMBARRASSMENT OF RICHARD'S DEPT.

So this is the ugly situation. A couple of hotshot Madison Avenue advertising execs, just back from one of those infamous three martini power lunches, are sitting around planning some ad campaigns. They think they've

Advertising Claims That Somehow Didn't Thrill Us

DuJour CATERERS

...Providing the kind
of quality you've come
to expect from
airline food!

MR. FIZZ TONIC WATER

IT'S ALSO A
DISINFECTANT!

Dr. Richard
HIGGENBURGER
NOW CARRYING OVER \$50 MILLION
IN MALPRACTICE INSURANCE

**GREEN LAWN
MORTICIANS**
...FUNERALS WITH PIZAZZ!

DRSKI

STIFF
ON
BOARD

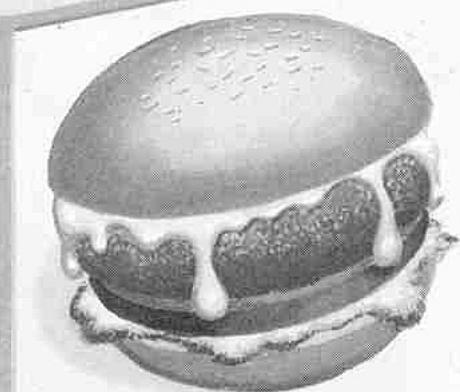
come up with some real gems but...hoo boy...on taking a second gander we realize that some of their ideas are less than sterling! You'll see what we mean as MAD now takes a long, hard, probing look at some...

TURBULENT AIR AIRLINES
...AS SAFE AS DRIVING YOUR OWN CAR!



WHAMMO FROZEN HAMBURGERS

CONTAIN LESS RODENT HAIRS THAN THE
ACCEPTABLE AMOUNT ALLOWED
BY THE FEDERAL GOVERNMENT!



ARTIST: BOB CLARKE

WRITER: DICK DEBARTOLO

Chez Nez RESTAURANT

THE BOARD OF HEALTH
IS OFF OUR BACK
AND WE'RE
OPEN FOR
BUSINESS AGAIN

ACE APPLIA

ALL WHIRLPOOL
APPLIANCES
COME WITH OUR
FAMOUS
WARRANTY

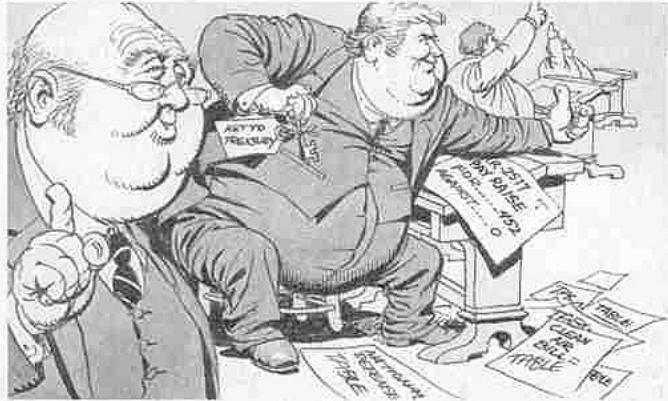
THAT YOU'LL
USE AGAIN
AND AGAIN!



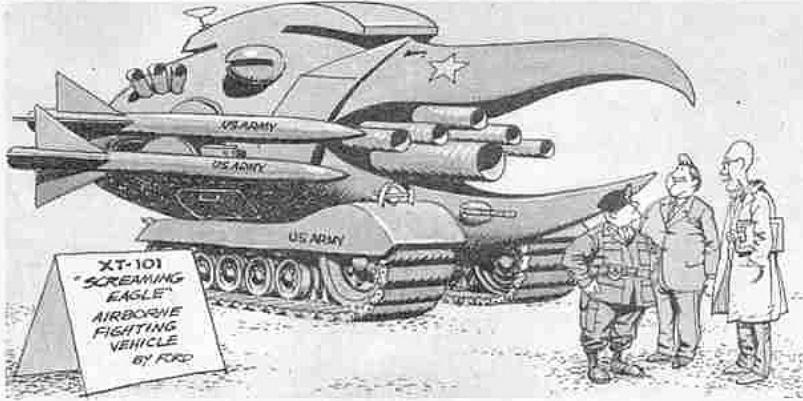
With another Congressional election coming up, eager candidates are waging million-dollar campaigns to get a job that pays less than \$73,000 a year! The lucky winners will earn the right to waste millions more on re-election just two years from now. Spending money

**TWELVE
REASONS
WHY**

Being In Congress



...it's one of the few jobs where you get to vote on whether to grant yourself a pay raise.



...you can support dangerous military programs knowing that you'll be exempt from the draft if a war results.



...you'll be paid to attend cocktail parties given by rich people trying to create the illusion that powerful politicians agree with their crazy ideas.



...there are special interest groups that will pay you to relax, stay at home and do nothing on the days important bills come up for a vote.



...there's always a need for "experts" to go to trouble spots like Tahiti and study problems such as the brassiere shortage among Polynesian women.



...you can be surrounded by your loving family throughout the working day—once you've put all of them on your payroll as "staff aides."

to apply for temporary work may seem ridiculous, especially for a chintzy little salary that can never repay the cost. But it isn't! Dozens of fringe benefits, freebies and perks go with high public office. So, the next time you line up to vote, remember these

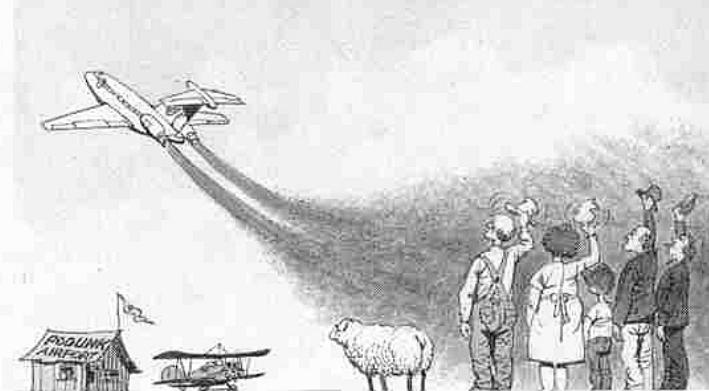
It Is Worth The Price

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH



...you can talk back to traffic cops, who will mistakenly think you have the power to get them fired.



...you get to live in Washington—far away from all those boring, ignorant clods who elected you.



...it's one of the few jobs that lets you display your lousy disposition in public and pass it off as "righteous indignation."



...you'll be asked to talk on TV public affairs programs, thus helping you overcome the frustration of being ignored when you talk at home.



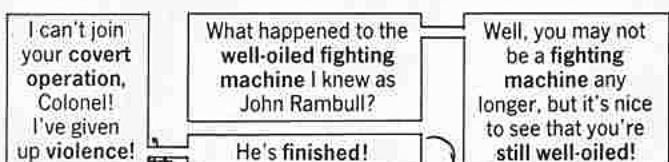
...you'll get a special license that lets you park wherever you want, no matter how many poor slobs who pay your salary are inconvenienced.



...you can attach the title "The Honorable" to your name and use it right up to the day you're sent to prison for doing what you did in office.



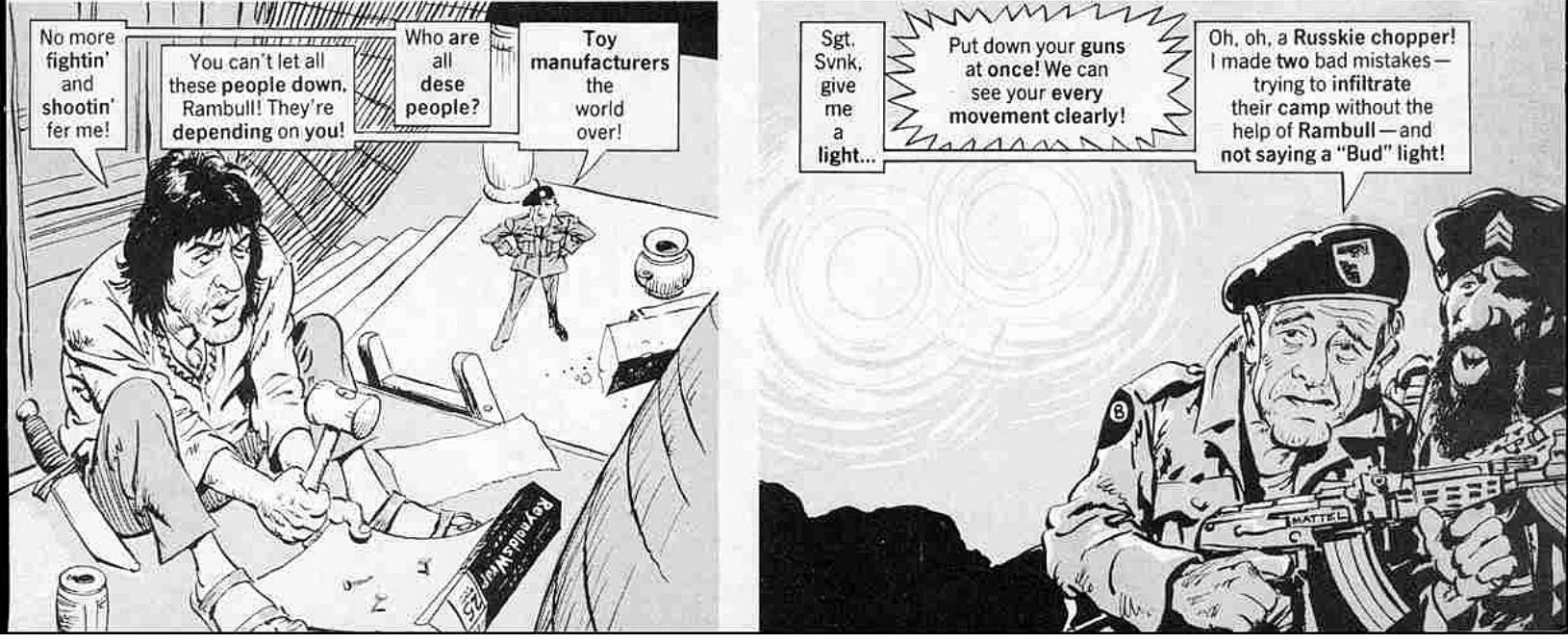
ARTIST: ANGELO TORRES

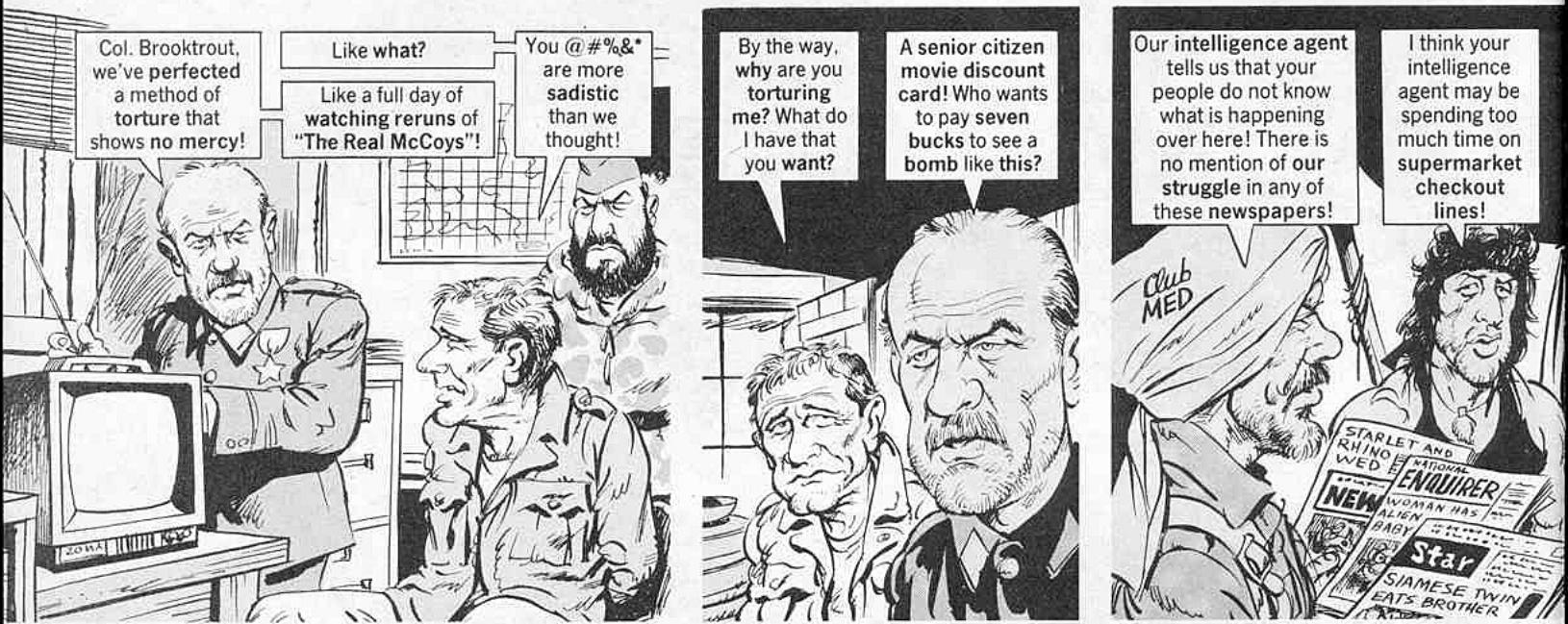


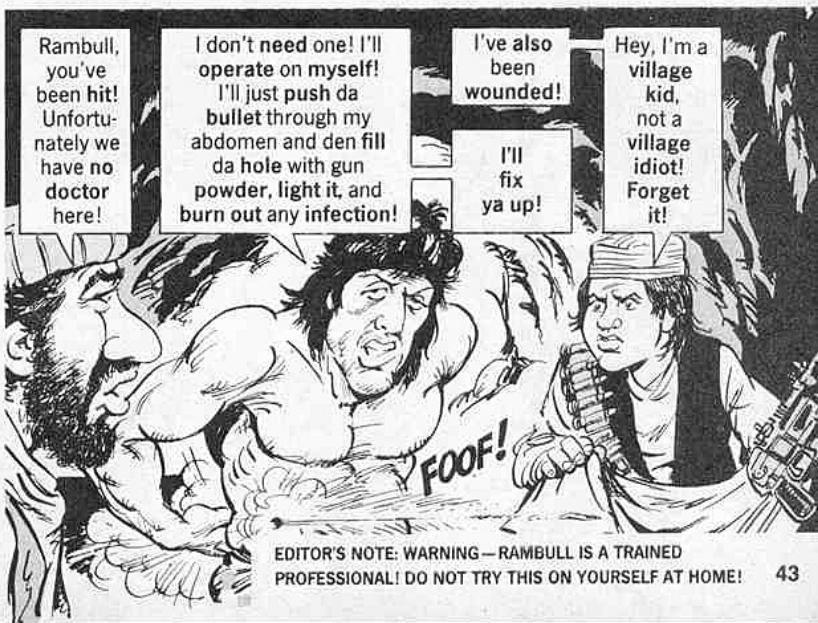
RAMBULL III

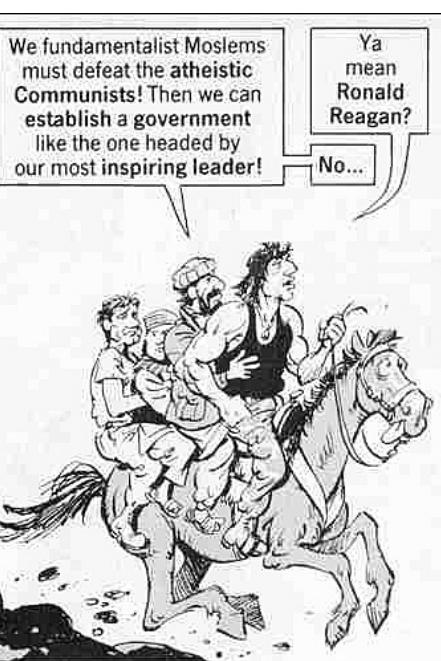
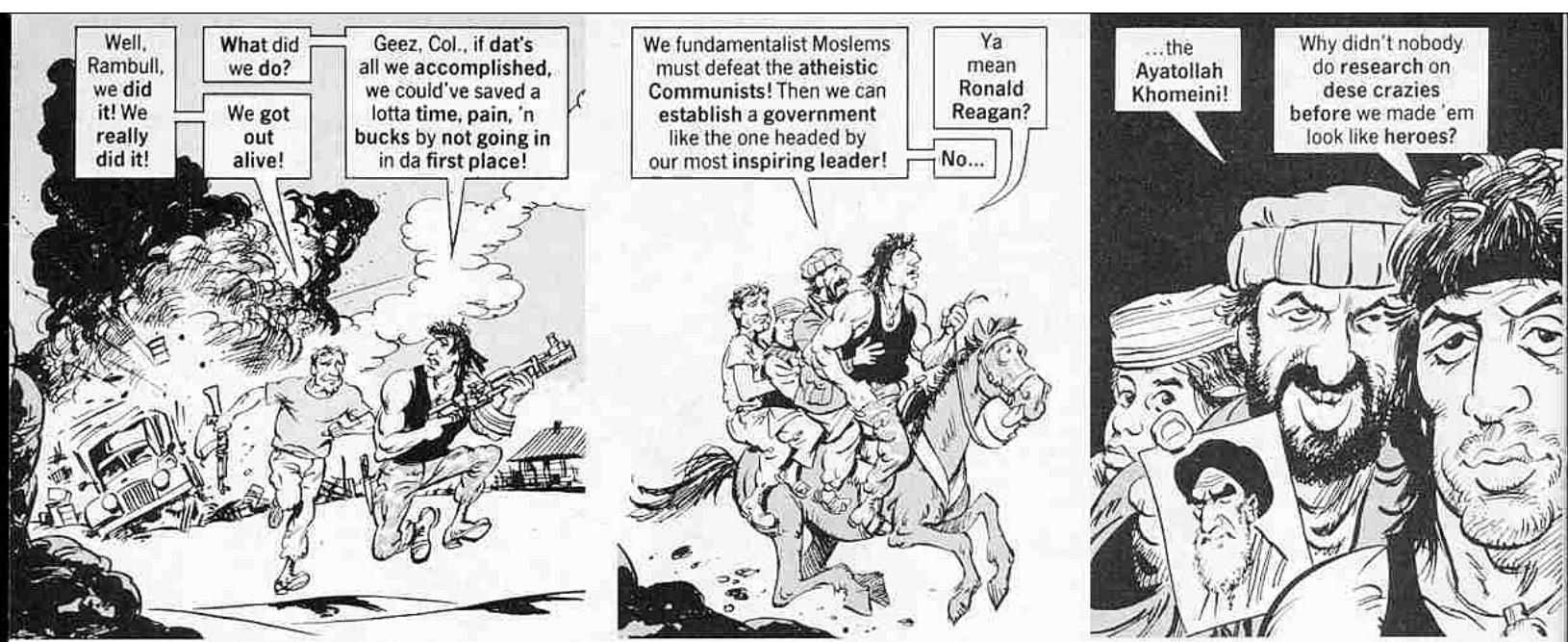


WRITER: STAN HART

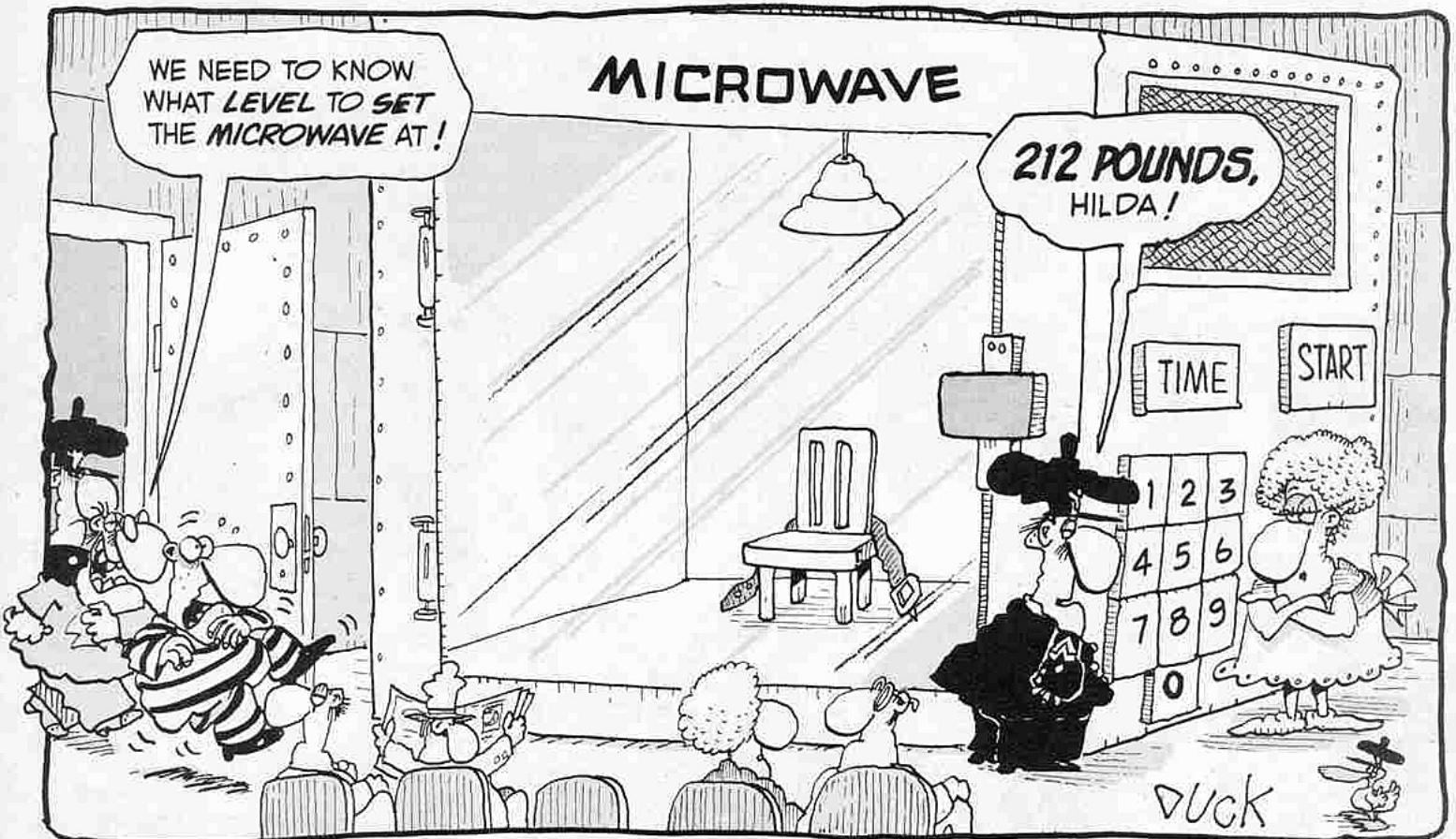


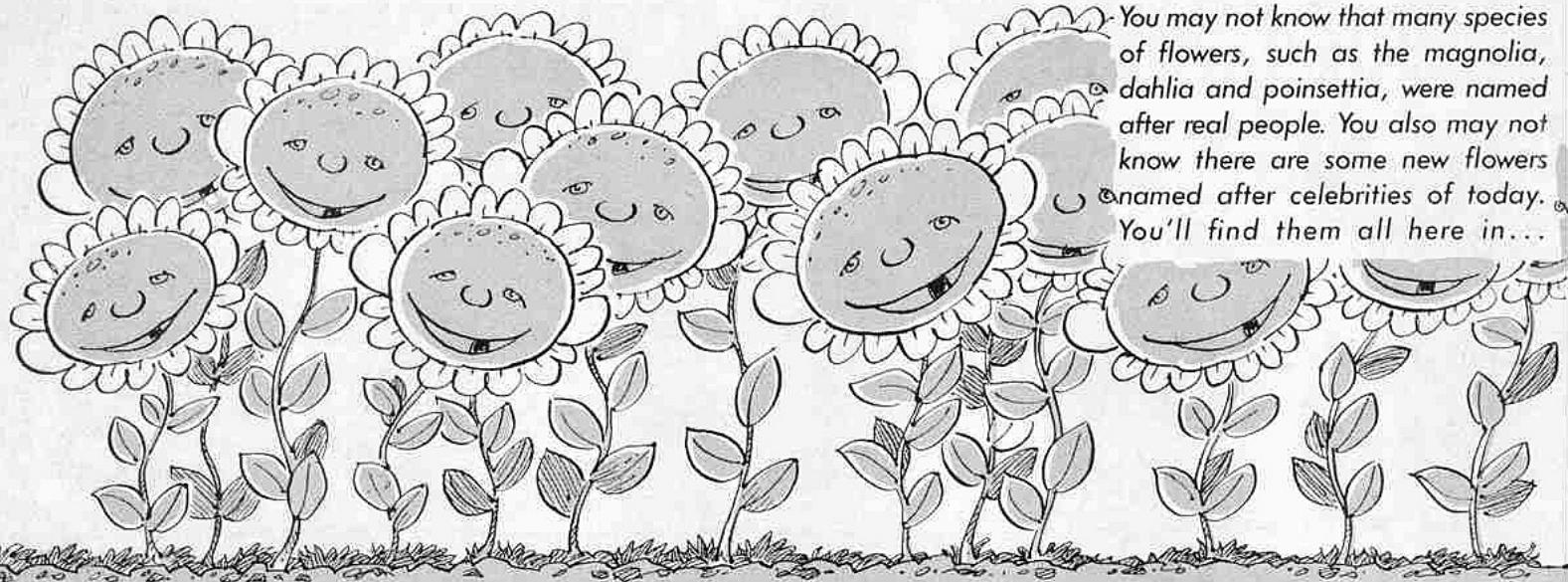




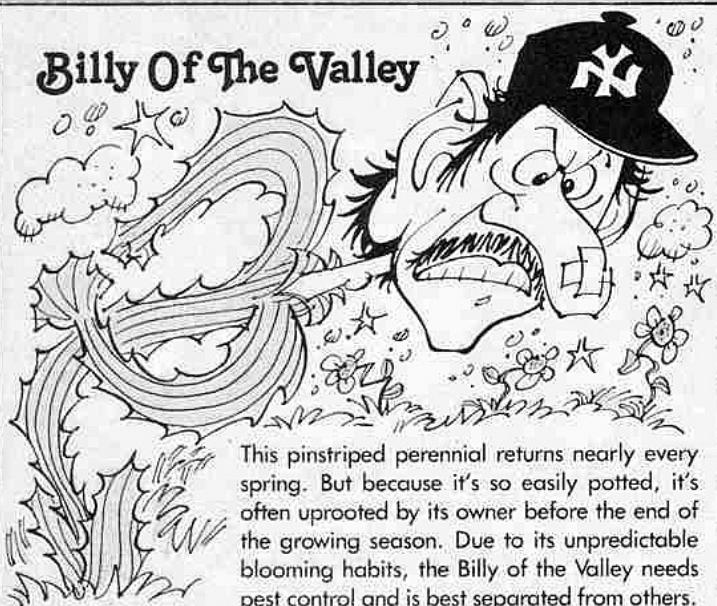


THE EXQUISITE EXECUTION EXPERIMENT



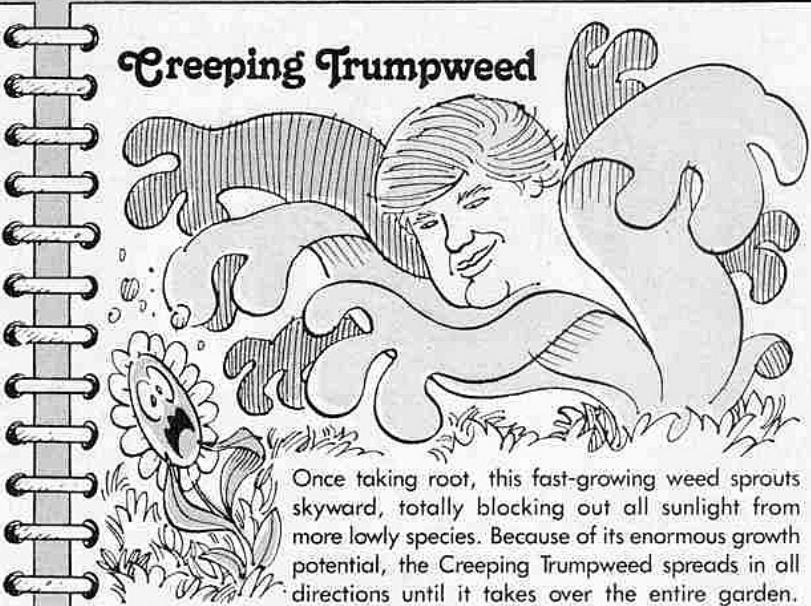


Billy Of The Valley



This pinstriped perennial returns nearly every spring. But because it's so easily potted, it's often uprooted by its owner before the end of the growing season. Due to its unpredictable blooming habits, the Billy of the Valley needs pest control and is best separated from others.

Creeping Trumpweed



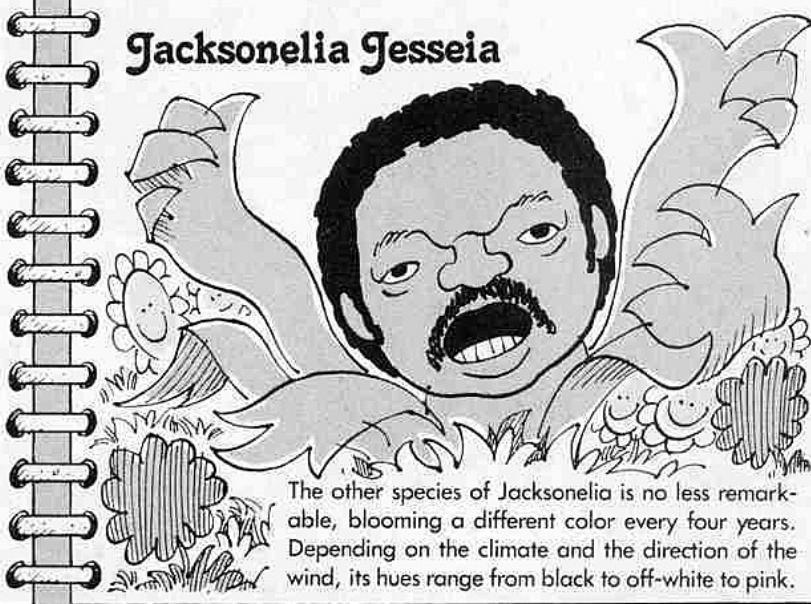
Once taking root, this fast-growing weed sprouts skyward, totally blocking out all sunlight from more lowly species. Because of its enormous growth potential, the Creeping Trumpweed spreads in all directions until it takes over the entire garden.

Jacksonelia Michaelis

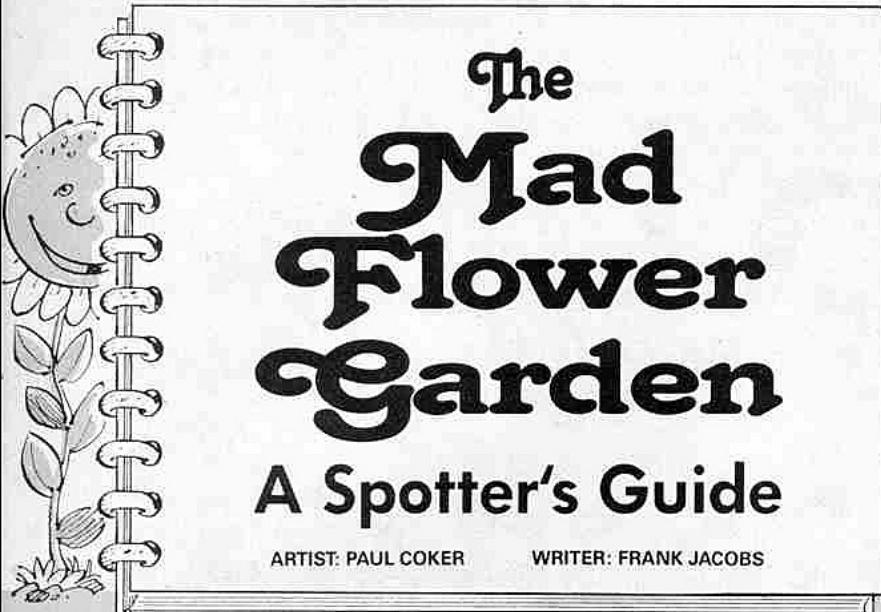


This species of Jacksonelia is a peculiar hybrid that blooms a lighter shade each season. Due to years of excessive pruning and cross-breeding, it is feared this species will soon fade out completely.

Jacksonelia Jesseia



The other species of Jacksonelia is no less remarkable, blooming a different color every four years. Depending on the climate and the direction of the wind, its hues range from black to off-white to pink.



The Mad Flower Garden

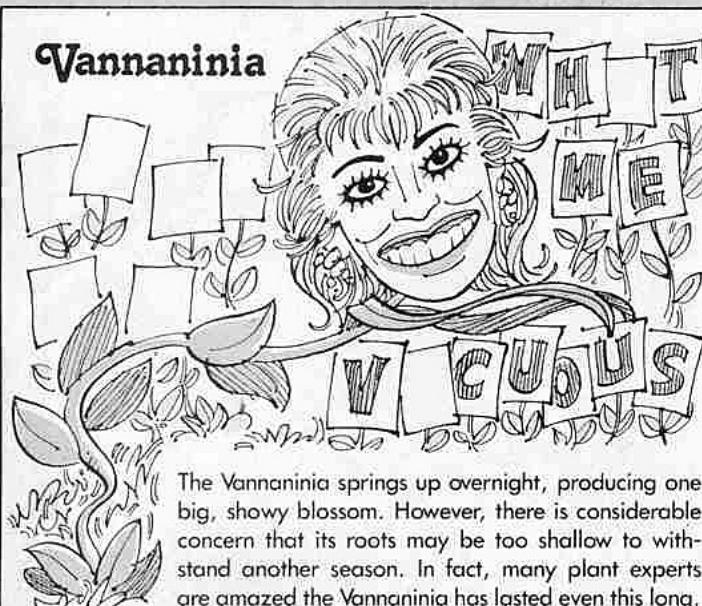
A Spotter's Guide

ARTIST: PAUL COKER

WRITER: FRANK JACOBS

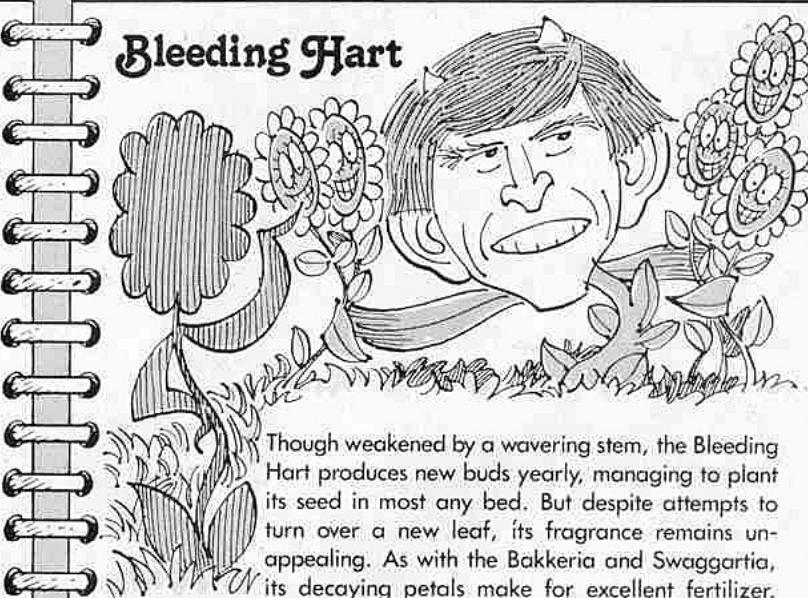


Vannaninia



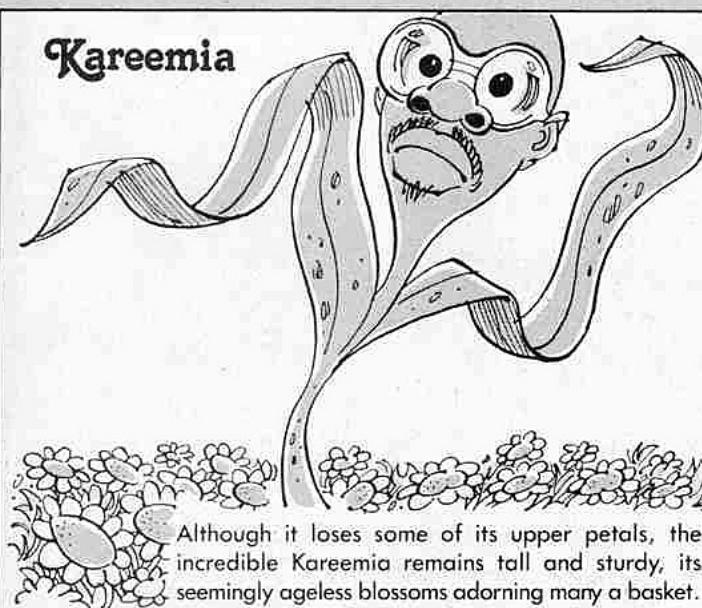
The Vannaninia springs up overnight, producing one big, showy blossom. However, there is considerable concern that its roots may be too shallow to withstand another season. In fact, many plant experts are amazed the Vannaninia has lasted even this long.

Bleeding Hart



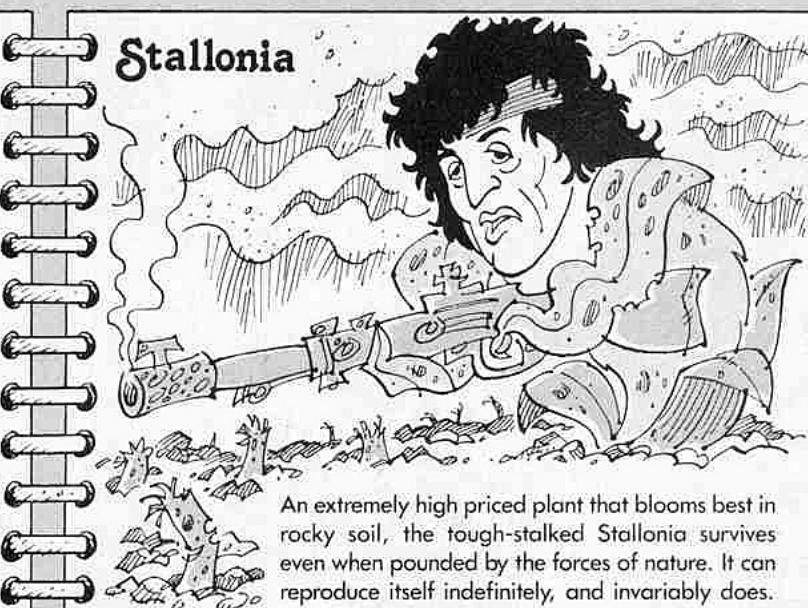
Though weakened by a wavering stem, the Bleeding Hart produces new buds yearly, managing to plant its seed in most any bed. But despite attempts to turn over a new leaf, its fragrance remains unappealing. As with the Bakkeria and Swaggartia, its decaying petals make for excellent fertilizer.

Kareemia



Although it loses some of its upper petals, the incredible Kareemia remains tall and sturdy, its seemingly ageless blossoms adorning many a basket.

Stallonia



An extremely high priced plant that blooms best in rocky soil, the tough-stalked Stallonia survives even when pounded by the forces of nature. It can reproduce itself indefinitely, and invariably does.

McDonald's "McD.L.T." (which keeps the lettuce and tomato cool and the hamburger hot) was promoted as a great new idea in hamburger technology. But isn't this how all burgers are supposed to be? Are we so used to lousy goods and services that a company raising its standards to "merely adequate" can claim to be doing us a favor? If so, we hope they introduce...

OTHER MCD. L.T.

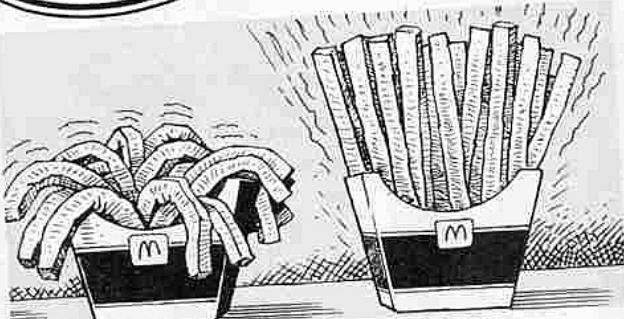
TYPE IDEAS

WE'D LIKE TO SEE FROM McDONALD'S

ARTIST: AL JAFFEE WRITER: MIKE SNIDER

NEW

at McDonald's



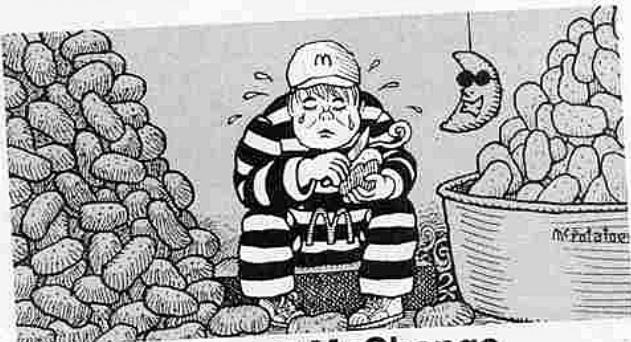
McRecently-Made Fries

Now, have it two ways... Regular or Fresh and Hot!



The McH.T.G.

One McDonald's burger: "Hold The Grease!"



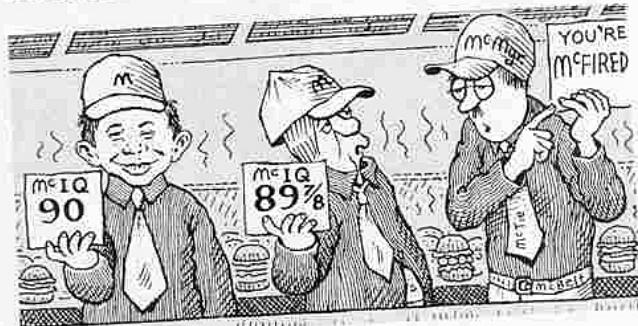
Correct McChange

Any employee caught skimming is now immediately transferred to the kitchen crew! No exceptions!



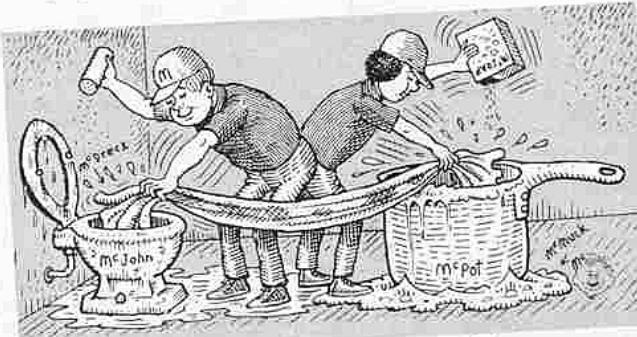
The McLid

The latest in liquid-containment technology...it actually keeps your soft drink contained in the cup!



Semi-McLiterate Counterpersons

We've increased our minimum IQ to 90...And—no more droolers!



The McSpecialized Rag

Now, a separate rag for each of our cleanup chores!

**WHAT ADVANCEMENT
IS BEING HAILED AS
A BREAKTHROUGH IN
AIR POLLUTION
CONTROL?**

HERE WE GO AGAIN WITH ANOTHER **MAD FOLD-IN**

To find out what is now controlling
one of the worst forms of air pol-
lution, simply fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



THE COMPLAINTS WE'VE HEARD THROUGH THE YEARS FROM AMER-
ICANS ARE USUALLY ABOUT AIR POLLUTION. OFFICIALS
NEVER SEEM TO HAVE ANY SOLUTIONS. BUT NOW A
ZANY DEVICE IS THE NUMBER ONE AIR POLLUTION STOPPER!

A ►

◀ B

MAD SALUTES THE MODERN “CATCH OF THE DAY”

